CONTRACT

E BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • OCTOBER 1967

'ALLA PUBLICATION



NATIONAL HOTEL/MOTEL SHOW PREVIEW • MONTREAL'S HOTEL BONAVENTURE • EXCERPTS FROM T



Dynamics.

Excitement carved and colored into a primitive African warrior's shield. Movement pulsing in line and curve.

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This is Imperial® Modern Excelon®, the vinyl-asbestos tile made for commercial projects with an eye on esthetics as well as economy. Here, Excelon accent strips of curry and black add color to the handsome light tile field. And this is only a sample of what can be created with the world's largest line of resilient flooring to choose from.

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Drexel, North Carolina

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On Lake Michigan at Wilmette

Beach bum

That's about the size of it. Wherever there is sand or swimming pools, you'll find our famous Leilani contour chaise. Just loafing around. Soaking up the sun, salt-spray, and occasional suntan lotion. It stays out in the rain, cold weather, and carries on like nothing can harm it. It does have a couple of enemies. Vandalism and Abuse. But so does everything else. Even so, we protect it by using .065 gauge tubing which is awfully hard to bend. All joints are helia arc welded, and the tubing has a baked-enamel finish. (By the way, don't ever settle for anything less than bak enamel. All our good competitors use it, too. might say it's the quality standard of the industry.) lacing is tough as rawhide, will never stretch ou shape, rot or wear out. We don't skimp on it either this chaise we use 232 feet of material for a tig woven, basket-like frame that will ou any other chair on the beach. Unles course, you've discovered a comfort rock. This Beach Bum has 79 other nies, so ask for our latest catalog.

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Circle No. 3 on product card facing P. 166



The Cover

Ribbed concrete walls lighted with naked bulbs are one of the distinctive hallmarks of Hotel Bonaventure, Montreal's unique combination of hotel, merchandise mart and exhibition hall. See article beginning on page 95. Cover design by Angelo Abbate.

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. VIII, No. 10 **OCTOBER, 1967**

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

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NOVEMBER—Fabrics for the commercial/institutional market, including a round-up of new collections. Plus "Second Thoughts On Office Landscaping," renovation of Savings Bank Life Insurance Company, and a profile on the design firm of Intramural, Inc.

DECEMBER—Wallcoverings trends, colors, design and applications; a profile on the design firm of Ford & Earl; and report of TTMA Seminar in Atlanta, Georgia.

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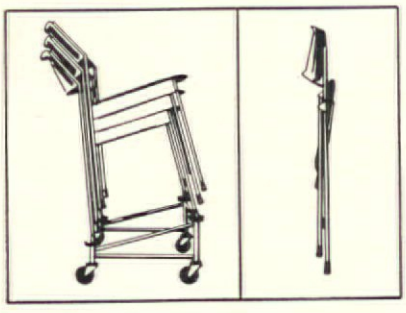
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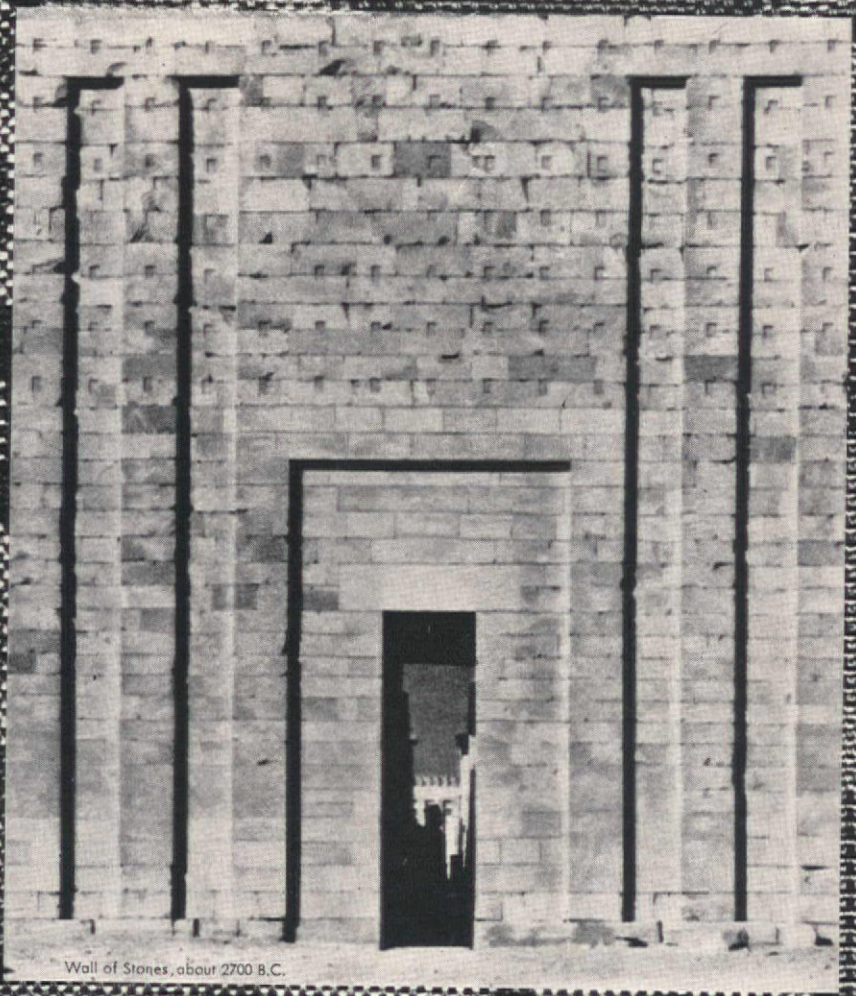
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Circle No. 5 on product card facing P.

The Boris Kroll Designer's Collection is woven for structural durability

Designer's Collection protected with ZE

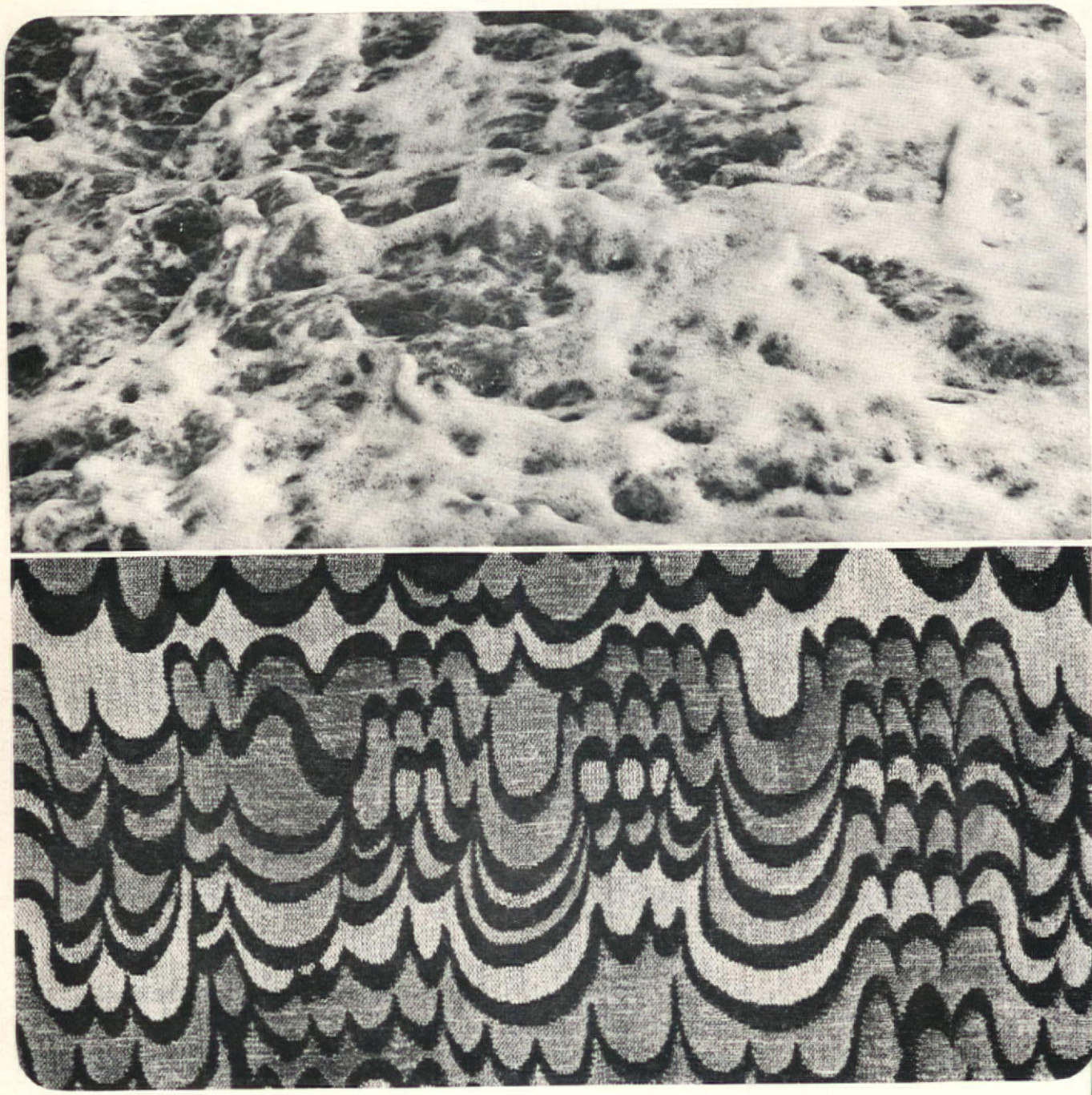


Wall of Stones, about 2700 B.C.

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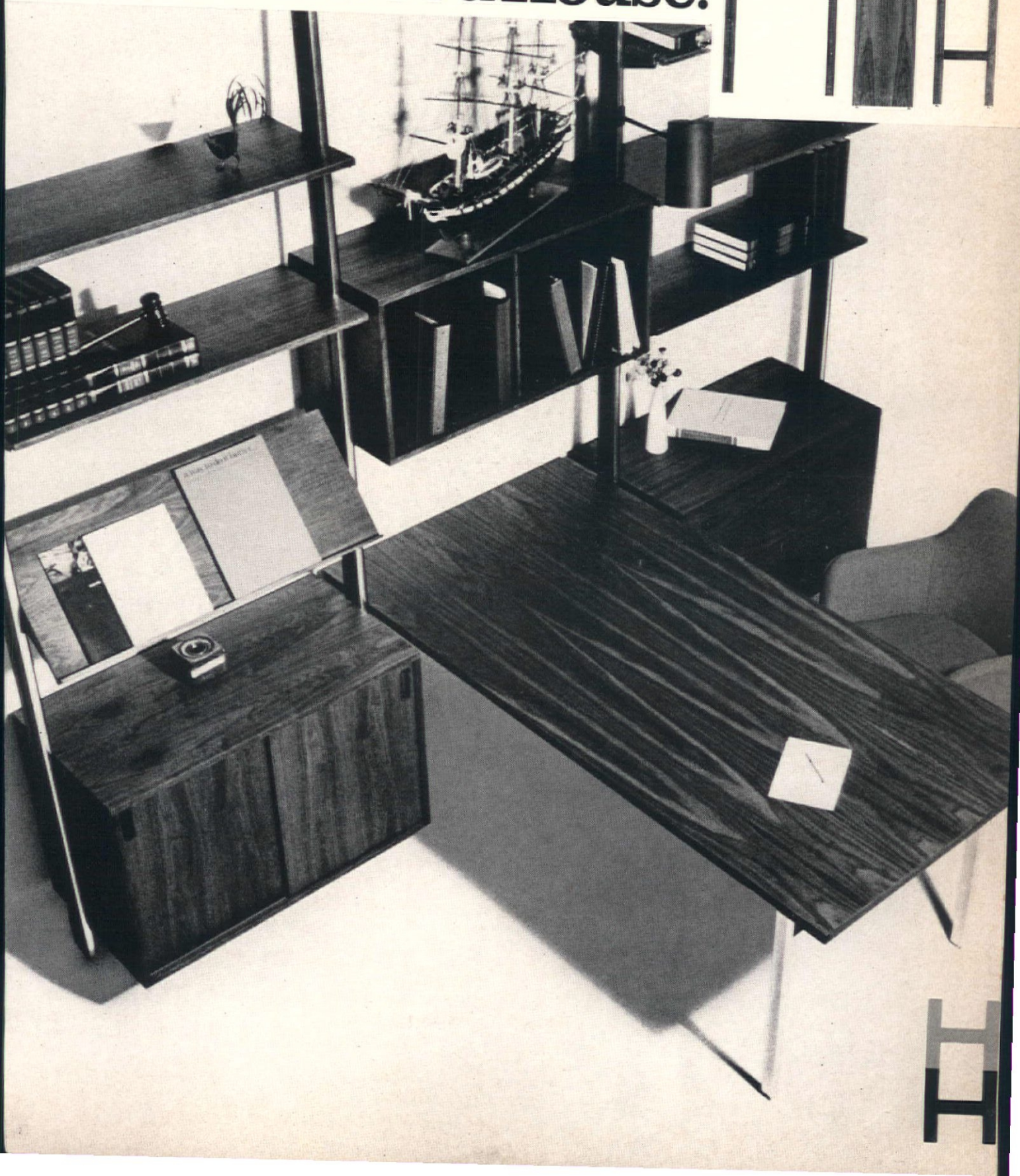
It's simple, quick, adjustable, and has a unique mounting system (allows placement of cabinets and shelves at any height). In no time at all you can divide a room in two. Or turn dead wall space into valuable storage space.

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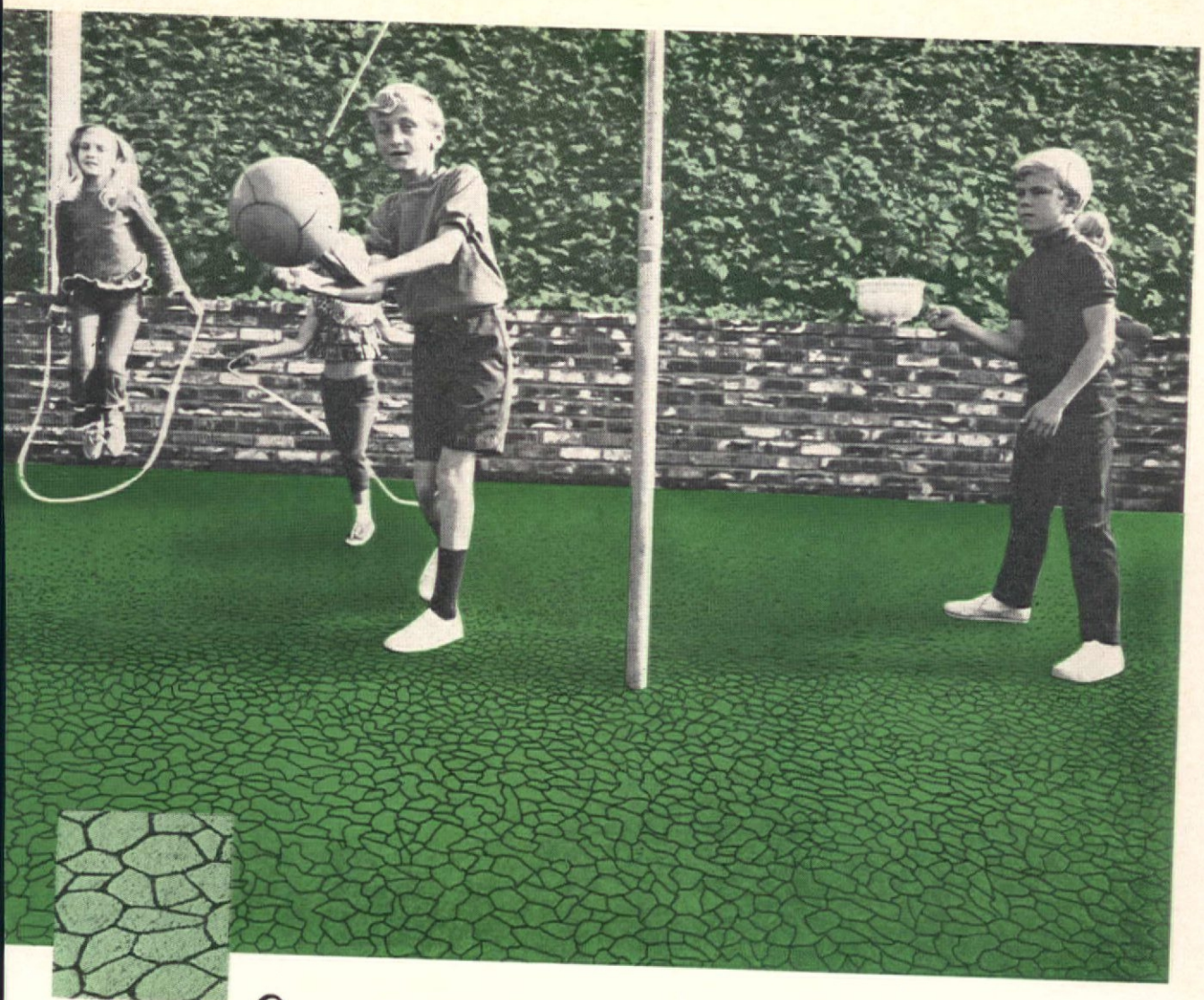
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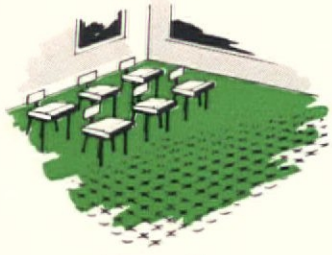
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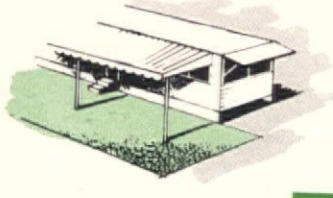


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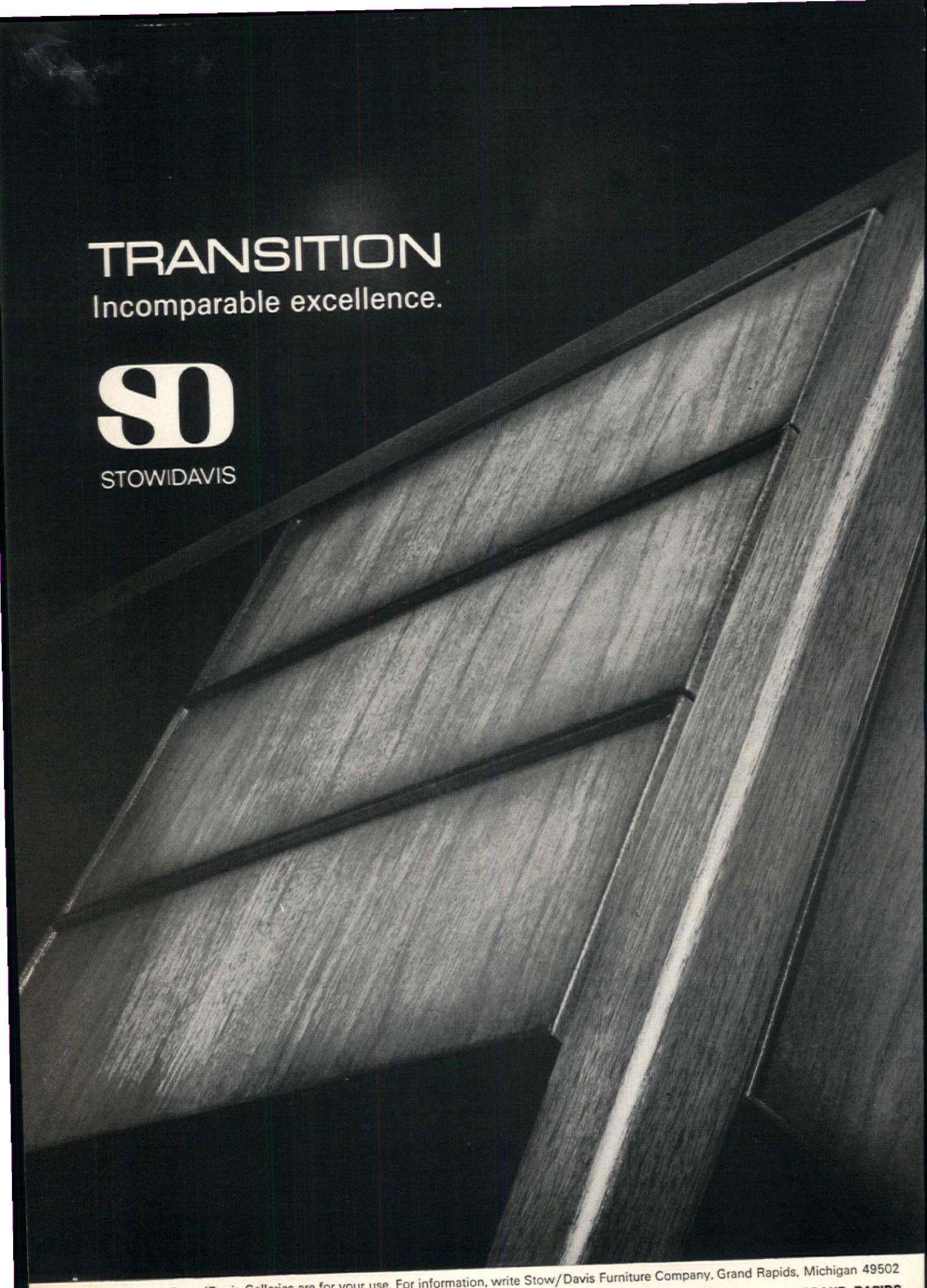
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SUN & SHADE DIVISION
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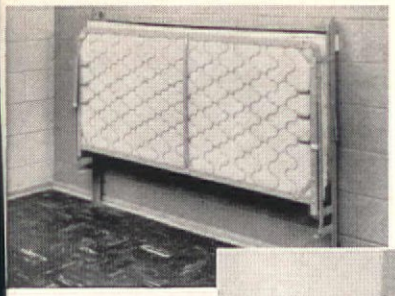
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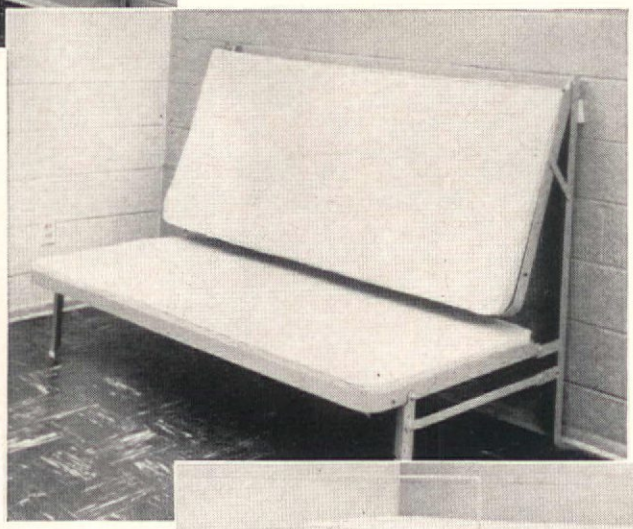
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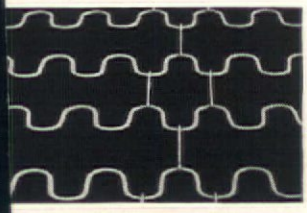
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Circle No. 10 on product card facing P. 166

Circle No. 11 on product card facing P. 166 →



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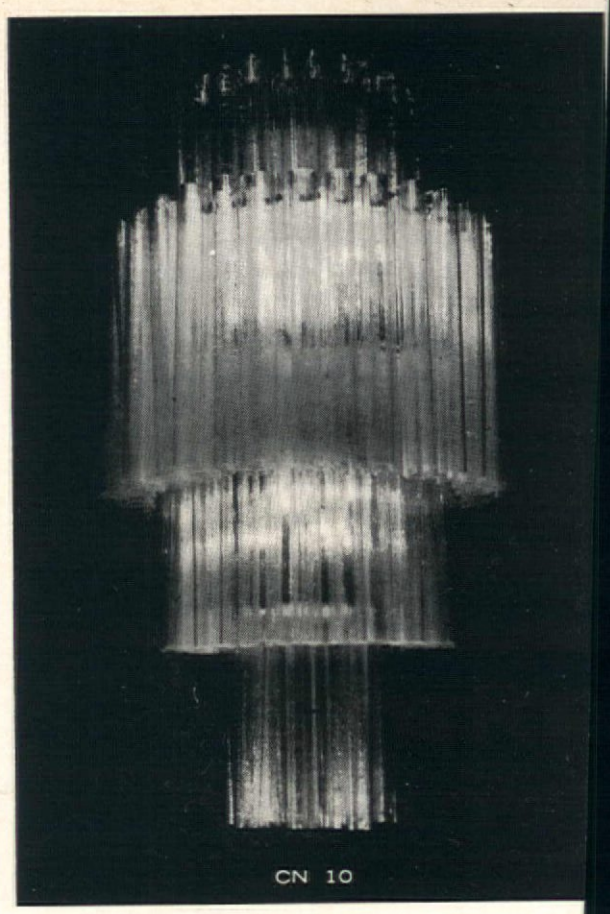
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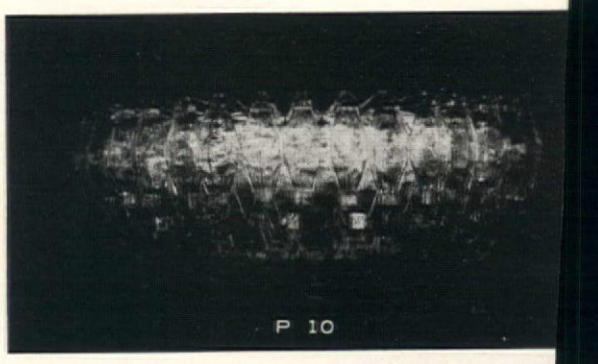
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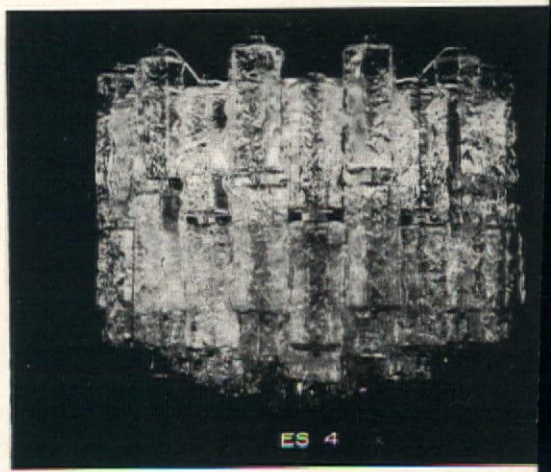
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Cabaret II . . . designed for high-traffic use. In lobbies, game rooms, cocktail lounges, dorms, kitchens, hospitals, schools, offices and corridors the combination of 100% Herculon olefin fiber pile and 10th gauge construction can't be beat for beauty, utility and durability.

*Registered Trade Mark of Hercules Inc., Wilmington, Delaware for its olefin fiber.

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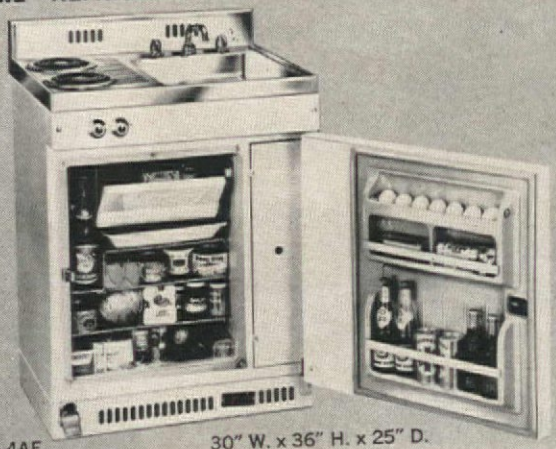
Model RF-100 — 41" W. x 29½" H. x 19" D.

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Model 1CM-63 — 14¼" W. x 25" H. x 16½"

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ACME HOST



Model HOST — 27" W. x 18" H. x 17¾

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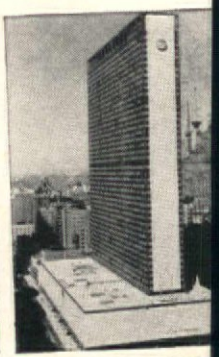
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Circle No. 14 on product card facing P. 166

Circle No. 15 on product card fa

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World Carpets, Dalton, Georgia 30720.

WORLD CARPETS

ACRILAN
Monsanto

PEOPLE



PAUL R. COPELAND has been appointed vice president general manager of George Jensen's new contract furniture division. The new furniture division will have showroom and headquarters of 12,000 square feet, and will be located in the Design & Decoration Building, New York City. Under Copeland's direction, the contract division will function entirely as a separate operation with national sales coverage concentrating on requirements for the architectural and interior design trade.

HARRY S. PERCIVAL has been named district sales manager for Emeco Division and Metwood Manufacturing Co., both of Hanover, Pa., and Standard Furniture Co., of Herkimer, N.Y.

ELENA CIPOLLA GORDON has been retained by E. T. Barwick Mills as consultant for color and design.

WILLIAM WALTON has been appointed assistant sales manager of the Collins & Aikman Upholstery Fabrics department. He moves to the newly established post from a position at sales representative. JOHN J. MARRINAN, succeeds him there.

J.B. ABBITT has been appointed executive vice president of Authentic Furniture Products. T. ROBERT THOMPSON will assume his past duties as advertising manager.

All Steel Equipment Inc. has announced the following appointments: J.H. HARTMAN, formerly vice president Furniture sales, has been elected vice president general manager-office furniture. PETER VAN TRIGT has been appointed general sales manager for office furniture division. Van Trigt was formerly western regional manager.

JEANNE FRANKLIN has joined State of Newbury Inc., manufacturer of upholstery furniture, as design co-ordinator.

WILLIAM R. HEYNE has been appointed sales manager for Columbia Office Furniture. He will be responsible for sales and organization dealing with Columbia products.

JOSEPH TAYLOR MEALS has been elected president Taylor Chair Co., Bedford, Ohio.

BURTON HARMON has joined Lee L. Woodward S manufacturer of wrought iron furniture, as midwest market manager. He has his office at the Merchandise Mart in Chicago.

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The new look *of* fashionable outdoor luxury

Casual, colorful, comfortable. And built to last, season after season by the makers of famous Surfline nickel stainless steel furniture. Newporter offers a unique 5-year guarantee on every piece—tables, chairs, chaises—and every color combination.

A startlingly new oval-sectioned Stylestrap (Pat. Pending) in coral, aqua, avocado, honey and white complements or contrasts with electrostatically finished rust-resistant heavy steel tubing in avocado, honey, black or white

See this grand-new line of fashionable casual furniture built with guaranteed quality and priced for wide popularity at the markets.
CHICAGO: 1228 American Furniture Mart
HIGH POINT: 204 Furniture Display Building
NEW YORK: 1603 Nat'l Home Furniture Mart
205 Lexington Avenue

WALL TUBE AND METAL PRODUCTS COMPANY NEWPORT, TENN. 37

Circle No. 22 on product card facing P. 166

CONT

ROBERT S. (STAN) MACKENZIE has been named manager of the contract division of the Beauti-Glide Co., divisions of Seymour Industries, Inc., Seymour, Ind.

Bangkok Industries, Inc. of Philadelphia announces the appointment of ROBERT J. BURNS as its national sales manager.

JAMES J. DE NOIA of Port Chester, N. Y. has joined F. Schumacher & Co., decorative supply house, as manager of its floor covering division.

LARRY GLICK has been named vice president and general manager of the Budd Co.

ROBERT E. SLOCUM has been appointed district sales representative of Davis Furniture Industries, Inc., High Point, N. C.

HERBERT L. JAY has resigned as director of advertising of Mohasco Industries, Inc., to assume the presidency of the Harold J. Siesel Co., Inc., advertising agency.

WILLIAM R. HUDAK was appointed marketing manager, Central America-Caribbean area, for General Fireproofing Co., a position created as result of increased sales potential for office furniture in these regions.

WALTER E. GINGELL has been named district representative for the Detroit metropolitan area for Corry Jamestown.

EDWARD MURPHY was named sales representative for Royal System, Inc., System Cado line of wall-hung furniture in Oregon, Washington, Montana, Idaho, and Alaska.

Additions to the Columbus Mills Carpet Div. staff include: TONY MANFRIN, ANTHONY NEGRI, IRVING ZWILLICK, CURTIS LORD, NORMAN SPRADLEN, GEORGE WIGGINS, C.A. NORTON, STEVE MILLER, MAC JOHNSON, DON VIC, DAVE DEGRAVE, HAROLD JACKSON, JERRY WOOD, and WAYNE DAVIS.

WILLIAM J. MINTON has been assigned to southern California territory for B. Brody Seating Co., and JOE KEAGGY, Sr., has joined the Arro agency which represents Brody throughout Michigan.

ROBERT HAUGHY has been appointed vice president, for Western Contract Furnishers of Oakland. He was previously sales manager for the firm.

JOHNSON W. CALLENDER was named to the newly established position of manager of market development for the floor division of Armstrong Cork Co. He will be responsible for coordination of programs related to new product development for the division.

Robert Long

ROBERT LONG, designer and manufacturer of Robert Long Lighting, died recently at the age of 30. Long, his wife and youngest son, were killed in an auto accident.



Allegro

Provides a rich background of design that makes an important contribution to elegant interiors. One of 22 exciting Warner designs handprinted on vinyl. Created to make your interiors outstandingly beautiful, original . . . yet very practical. Write for samples of these new architecturals, paisleys, black & whites, traditional and contemporary.

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Warner wallcoverings

Circle No. 16 on product card facing P. 166

BIRGE VINYL 300 WALLCLOTH

THE NEWEST DECORATIVE, DURABLE COVERING FOR WALLS

Design of the highest quality is combined with low installation cost... low maintenance cost...superior flame rating to produce this outstanding wall-covering. Features include Creslan® acrylic flocks, non-tarnishing metallics on vinyl impregnated, Dacron® reinforced base. Send for facts.

THE BIRGE COMPANY, INC.
BUFFALO, NEW YORK 14240



Circle No. 17 on product card facing P. 166

CONTRACT BUSINESS: NOTES & COMMENTS

College pickin' room guide

Jack Solovy, president of Corco, Inc., Chicago-based dormitory designer, has devised a check list to help college-bound men and women select a room.

Designer and furnisher of hundreds of college dormitories across the country in the past 15 years, Solovy recommends that students and parents look for the following before making a final choice: adequate overall space, sufficient work surfaces, proper storage facilities, comfortable lighting, and a good bed.

The checklist elaborates on the importance of room features in contributing to a student's well being and progress. Solovy has pioneered in the use of built-in furniture to give students more space where room sizes are limited.

Alma to open new showroom

Alma Desk Company of High Point, North Carolina, will open an office furniture showroom in Space 1138 of the Merchandise Mart in Chicago. The permanent showroom will be staffed to provide a complete design service for business interiors, covering the complete line of wood office furniture. Total production of the firm is devoted to furnishings for business interiors.

I.B.D. competition awards

Winner of the 1967 National Stationery and Office Equipment Association Design Competition is Mrs. Jeanette O'Brien, I.B.D., business designer for Bixby Office Interiors, Grand Rapids, Mich.

Conducted by the Institute of Business Designers, an NSOEA affiliate, the competition netted Mrs. O'Brien a $500 prize for the best entry and a $100 first place award for the Special Purpose Area category.

Her design was of a reception area for Knape and Vogt, also of Grand Rapids.

NSOEA becomes NOPA

The National Stationery of Office Equipment Association, Washington, D.C., has announced the changing of its name to the National Office Products Association. Expansion of the industry's scope and the wide variety of products and services offered by the Association resulted in the change. All of the products of the industry—supplies, furnishings, and machines—are embraced by the new name.

New S.F.M.A. contract committee

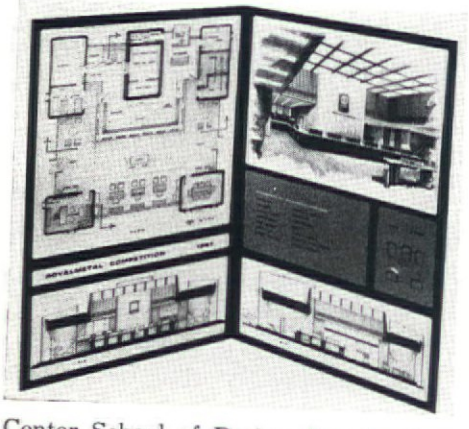
A Contract Marketing committee has been established by the Sales and Marketing Division of the Southern Furniture Manufacturers Association.

Chairman of the new committee is John Parsons of Stanley Furniture Co., Stanleytown, Va., who points out that the committee was set up for the purpose of combining efforts among interested members to study and promote all phases of contract marketing. This would include adopting standards, guidelines, outside talents, and programs of value to the membership.

Student bank awards

Students had a crack at a bank job—through a competition sponsored by Royalmetal Corp. titled Design of a Branch Bank Interior. After its 3-man panel reviewed more than 300 entries in the nationwide competition, Royalmetal conferred the following awards:

First prize of $500 to Uri Hung, Art



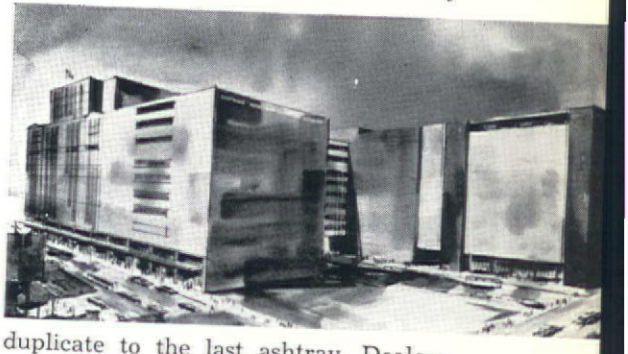
Center School of Design, Los Angeles (see cut); second prize of $300 to Richard Stonis, University of Cincinnati; third prize to Clinton Campbell, Texas A&M University, College Station, Texas. Honorable mention awards of $50 each went to Gary Van Wingen, Kendall School of Design, Grand Rapids, Mich., and to James Foster, Texas A&M.

Worldwide hotel franchising

Holiday Inns of America is planning global franchising of motor hotels and expect a network around the world of 3,000 Holiday Inns within the next decade. Wallace E. Johnson, president of the Memphis-based corporation, said, "Our system at present consists of 863 inns in 48 states, Canada, Puerto Rico, and the Bahamas, and we have opened new inns at the rate of one every 55 hours for the past five years." W. Jefferies Mann, vice-president of franchise sales, will be in charge of worldwide franchising.

Furniture Mart adds wing

Thirty acres of furniture under one roof is the result of the expansion project of the Southern Furniture Exposition Building in High Point, N.C. A rich variety of merchandise to meet every price and style requirement of buyers from all over the world is now displayed in "total concept" packages that retailers may



duplicate to the last ashtray. Dealers no longer shop for merchandise alone, according to Leo J. Heer, managing director, but also for ideas and merchandising know-how. The new wing of the building (see cut) is the seventh in a series of expansions begun in 1940. This year's addition, 375,000 square feet, is larger than the original building, which contained only 200,000. Showrooms now range in size from giants of nearly 50,000 square feet to a small boutique in the accessories center.

New marketing program

To bridge the gap between the market and marketer in the $56 billion non-residential construction industry, a new seven-point integrated marketing service is being offered by the National Design Center, according to Norman Ginsberg, president of the Center. Called the Determinants, the integrated marketing service covers: 1) reaching key specifiers; 2) determining the exact segment of the

(Continued on page 24)


Make the scene...
with new Stauffer vinyl wallcovering





This is just a sampling of the new excitement in Stauffer vinyl wallcoverings. We're offering a trend-setting collection of fresh and unusual designs . . . some first-of-a-kind, created by exclusive techniques, using new materials. See all the new Stauffer vinyls soon. Your hard-to-please walls have finally met their match!

In PERMON, FABRON, DETRON and VINCO vinyl wallcoverings Stauffer has the most complete selection anywhere. And the only one that offers quality vinyls in both coated and 3-ply laminated construction.

Stauffer is completely integrated . . . from its own raw materials right on through to the finished wallcovering.

Stauffer vinyl wallcoverings are U.L. listed. And are available with a top-bonded film of super stain-resistant TEDLAR*. On your next visit to New York's Decoration and Design Building see our new vinyls in their full color range.

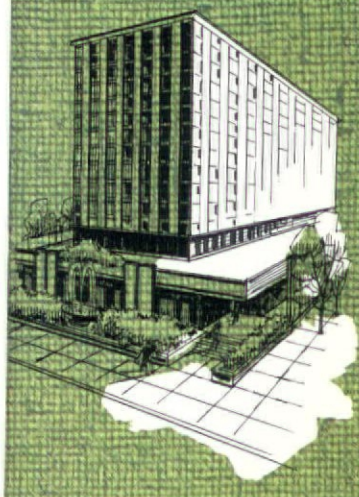
For samples, write to Stauffer Chemical Company, Wallcovering Sales, 979 Third Avenue, New York, N. Y. 10022.

Stauffer CHEMICALS

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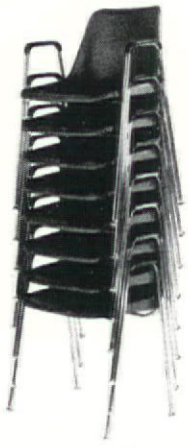
Left to right:
ZANZIBAR – Harvest
ABACO – Manganese Blue
CORTEZA – Acorn
JASPÉ – Nocturne
BROCALLE – Bittersweet
TONGA – Buff
GAELIC – Avocado

*DuPont's registered trademark for its polyvinyl fluoride film.



THE LIGHTEST

of the Thermoplastics
With or without arms. Stacks straight up.



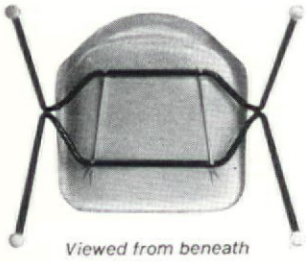
THE STRONGEST

Laboratory tests subjecting the chair to a 100 lb. force applied 30 times per minute registered a change of less than 2 cm. after 250,000 applications. Will not craze or crack. Resistant to mars and stains.



MOST COMFORTABLE

The contour of the chair with its compound curvature creates its own structure that combines great strength together with a resilience that yields to the pressures of body weight and shifting positions.



Viewed from beneath

The seat is attached to the base with four self tapping screws which go directly into webbed bosses integrally molded with the underside of the chair seat. The angle and position of the screws are in line with the direction of the stress imposed on the chair when in use. Ball and socket, self-leveling glides.

Made in U.S.A. by JOHN STUART INTERNATIONAL

In use in 23 countries in schools, dorms, clubs, libraries, auditoriums, waiting rooms, hospitals, hotels, restaurants, banks, shops, offices and homes.

Write for catalog showing 14 versions of the chair, color chart and specs.

JOHN STUART INC.
Contract Division
205 East 58th St., New York 10022

market reached by the individual product manufacturers; 3) determining the competitive performance of specified products; 4) determining where work exists for bidding purposes; 5 and 6) graphically, and communicating the product line and message to the specifier; 7) reaching specifying influences physically.

TTMA contract carpet seminar

CONTRACT Magazine will conduct a Contract Carpet Seminar for the Tufted Textile Manufacturers Association at the Association's convention at the Marriott Hotel, Atlanta, November 8.

Speakers will be Al Aulicino, Designs for Business, New York, who will speak on "Contract Carpet Specifier Requirements;" Alan L. Ferry, Alan Ferry Associates, Atlanta, whose subject will be "Developing A Color Program For Synthetic Fiber Carpeting;" and Sidney Schwartz, Trend Mills, New York, who will speak on "Contract Market Merchandising Ideas For The Carpet Manufacturer. The session will be moderated by CONTRACT Publisher, Ben Hellman.

A "first" in Mart tenants

The new Merchandise Mart of Cleveland boasts a "first" after signing up a new tenant—the Central Purchasing Office of the Catholic Board of Education in the Cleveland Diocese. The Mart points out that while there are older, similar purchasing departments in large cities, this diocesan purchasing agency is the first to have a private merchandise mart location. A primary advantage, the Mart continues, is that it places the agency within reach of manufacturers and representatives, saving both time and money. The diocesan department occupies 2,500 square feet of space and has a staff of 10 buyers and clerical help. Director is Edward J. Zamiska.

New assignments . . . .

The Knoll Planning Unit, division of Knoll Associates, Inc., has been assigned to design the interiors of Westinghouse Electric Corporation's corporate headquarters in the new 23-story Westinghouse Building, Pittsburgh. The building was designed by Harrison & Abramowitz. . . . Design Unlimited of Florida, St. Petersburg, is doing the interior designs for Citizens National Bank, First Federal Savings & Loan, Owen-Cotter Jewelers, and Suncoast Manor Medical Facility, all of St. Petersburg; Holler Oldsmobile and Thomson & McKinnon, both of Orlando; and Cochrane Buick, West Palm Beach. . . . Charles Luckman Associates of Los Angeles has been assigned to design a new $28 million Veterans Administration Hospital, to be located on the campus of the University of California, San Diego. An automated monorail transport system and movable exterior walls are unusual innovations. Luckman also has been selected to design a downtown auditorium and convention center for the City of Phoenix, Arizona. Associate architect will be John Schotanus Jr., A.I.A. of that city. . . . Brand-Worth & Associates, Los Angeles, has been retained by Tishman Realty & Construction Co., Inc., to redesign the ground level area of Tishman Plaza in Wilshire Center, Los Angeles. . . . Richard D. Roselle, industrial and interior design consultant, has been retained by the Bellingham, Washington School District to make recommendations and specify color, material, and furnishings for new and refurbished schools. Initial projects include two high schools and three elementary schools. . . . The Belmu Corporation, Los Angeles, has been awarded a contract for space planning and interior furnishings on a new office building designed by Arcad architect, David Jacobson, for Jam M. Montgomery, Consulting Enginee Inc. . . . Schutte-Phillips-Mochon, M waukee, Wisconsin, has the new Wa watosa West High School in Wisco sin underway. The facility will ha a fully equipped, carpeted, and coustically designed planetarium, in all classrooms, and folding walls. Bergen South, an office building in East Rutherford Industrial Park, E Rutherford, N.J., is being designed engineered by Robert Hutcheson All Phase Engineering Associates, Newark, N.J. . . Koch Associa Baltimore, to design and furnish: investment banking firm of Brown & Sons, Columbia; Ja Rouses' model city in Howard Cou American Federation of Television Radio Artists new offices in Wash ton; and William Cook-Brooks, a large funeral home in Baltim The firm also will design the Adr Builders Savings and Loan and fu offices of Main-Lafrentz, account both in Baltimore. (C)

← Circle No. 18 on product card facing P. 166

Circle No. 19 on product card facing P. 16



Wrought Iron In Contract

Wrought iron furniture is both practical and beautiful whether selected for a dinette area to seat four or for a restaurant to seat 150. In either case, practicability is a prime consideration. In Woodard's Pacific group this factor is emphasized in the strength of steel, it will last. The comfortable seats and wrappings of simulated rush are made of material developed for outdoor use. Wipe with a damp cloth to clean. Could anything be more practical? Woodard has eleven beautiful groups to select from, all of them practical.

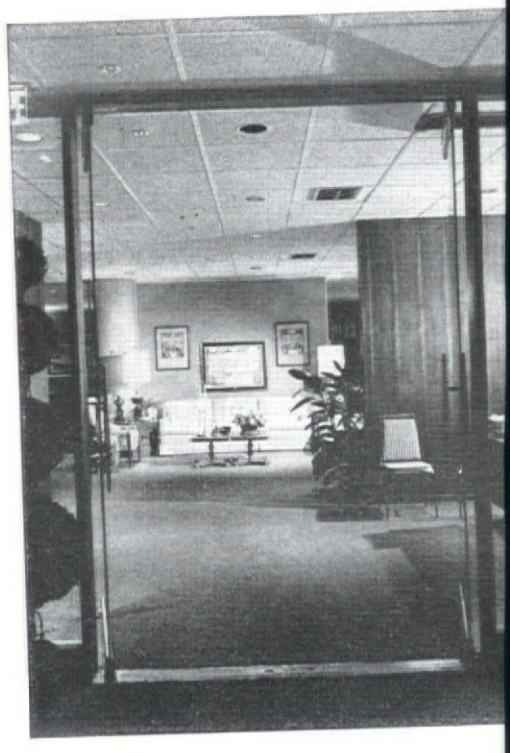
Contract Division

Woodard

Write for our new catalogue.
LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO
320 DECORATIVE CENTER, DALLAS 8924 BEVERLY BOULEVARD, LOS ANGELES





A LOOK AT FUTORIAN

The new $300,000 Futorian showroom, a division of Mohasco Inc., designed by Karl Steinhauser, AID, was created by the company as a showcase for the retailer, with ideas planned to help him sell in his own store. Located on the ninth floor of the American Furniture Mart, Chicago, Futorian shares the wing with Chromcraft, another of Mohasco's divisions. The entrance lobby to the wing is impressively walled with rosewood veneer, on which hangs a modern tapestry by Jean Picart Le Doux in shades of brown, rust, and gold. Upholstered guest benches are in black. The reception desk is rosewood. Alexander Smith carpeting in red. Glass and chrome panels frame the entry to the Futorian area. Shown beyond the entrance is a typical living room which could be duplicated by the retailer. Vignettes, employing new pieces from the Futorian upholstered lines and accessories, chosen to harmonize, demonstrated the newest display techniques. One view of the relaxation center shows lounger with appropriate chest, window treatment, and accessories.



Circle No. 20 on product card f



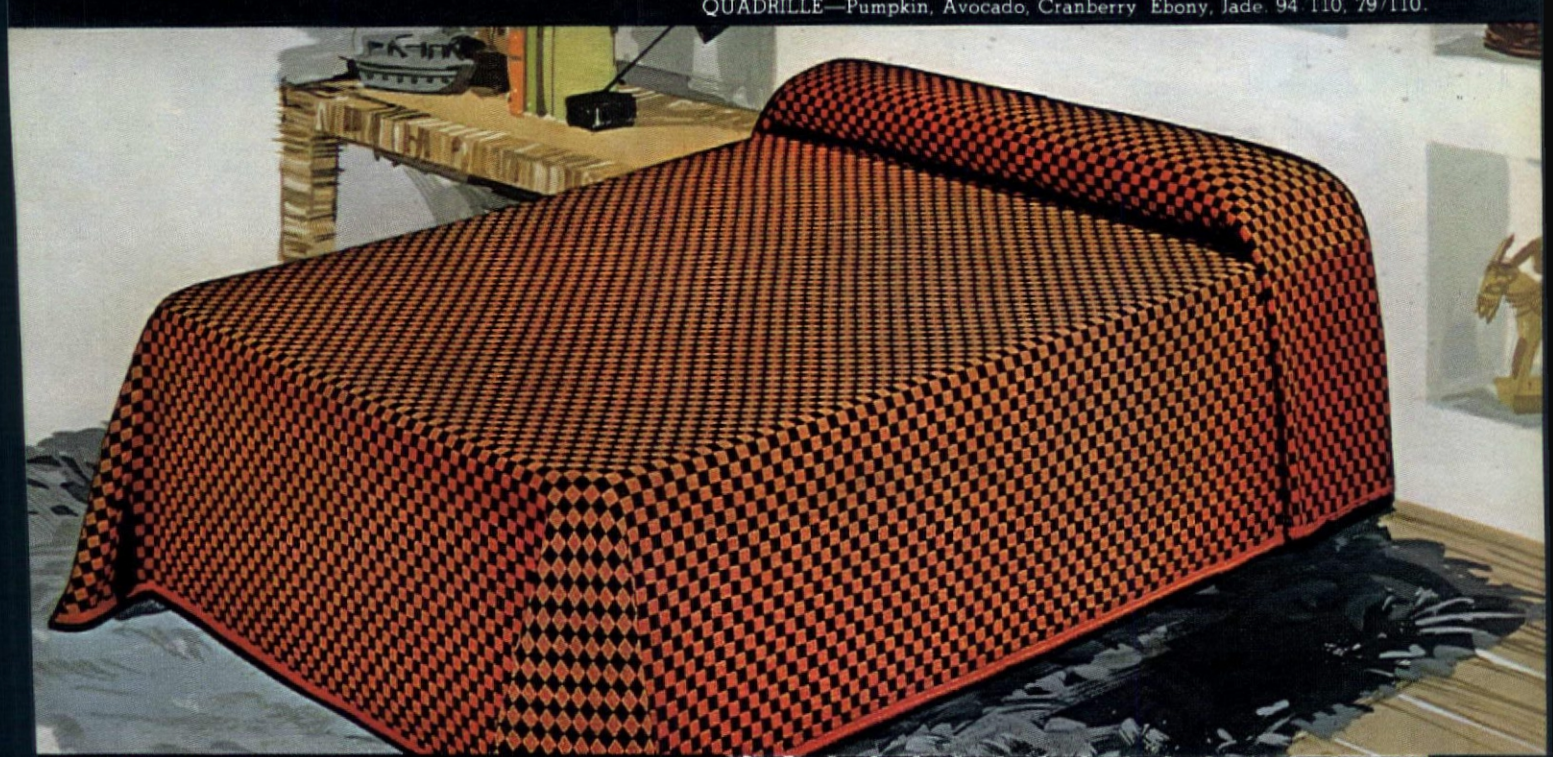
ENGLISH GARDEN—Hampshire Rose, Avon Blue, Warwick Gold. 96/110, 81/110.



PADUA—Capri Blue, Antique Gold, Antique White, Flame. 96/110, 81/110.

Spend the night with Morgan Jones

QUADRILLE—Pumpkin, Avocado, Cranberry Ebony, Jade. 94/110, 79/110.



what it takes to make a guest room great: "Room Service" by gan Jones. A bedspread collection that registers with every arrival and keeps 'em coming back for more. Take three see! "English Garden" and "Padua," two prints worth ing home for. And "Quadrille," a woven by award-winning igner Dorothy Liebes. All a working combination of uty and duty. Want a swatch? Ask for "Room Service" Morgan Jones. And when you get it, spread it around.

Morgan-Jones

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Morgan-Jones
Dept. C10, 104 West 40th Street
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"Room Service" please:

☐ "Quadrille" swatches ☐ "English Garden" swatches ☐ "Padua" swatches

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Company_____

Address_____

City_____ State_____ Zip_____



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Circle No. 21 on product card facing P. 166

POINT OF VIEW



By Edward H. Steuer,
President, Steuer-Abbate Inc.
Guest Editor

THE ROLE OF THE WORK LETTER IN OFFICE PLANNING AND SUCCESSFUL LEASE NEGOTIATIONS

It would be hard to underestimate the importance of the work letter in permitting the designer to provide both tenant and landlord with an immediate awareness of the exact costs involved in leasing building space. Particularly since the work letter affects lease negotiations, a designer should line up all the cost factors pertaining to construction, before he is retained by the client and before the lease is signed.

In effect the work letter is that part of lease negotiations that determines to what extent the landlord will assume the cost of construction for the installation of the tenant's new offices, and, conversely, establishes those items of construction costs at the tenant's sole expense, which are necessary to conform to the tenant's operating needs.

There are basically, three types of work letters and situations that confront the designer:

1. A new building, where the landlord has his own work letter that applies to all tenants. The designer studies the tenant's needs and compares them with the building work letter, then submits his own work letter with additional items that he feels the tenant should be entitled to (that is, those items not in the landlord's work letter.)

2. An older building, where the landlord agrees to provide an installation for the tenant, but has no work letter and depends on the designer (or a contractor) to study the tenant's needs or plans and come up with a cost figure. This is tricky, since it can make or break a transaction immediately, if the designer is not sensitive to all lease negotiations.

3. A space being vacated by a previous tenant that is being rented by the landlord on an "as is" basis (just as it was left by the previous tenant, with no installation work by the landlord.) The work letter here almost has to be a set of specifications and can be applied only after a thorough planning study of the new tenant's needs, which then must be compared with the existing conditions of the vacated space. Since the tenant is faced with the complete cost of any renovation work, the preliminary plan and cost estimate must be a painstaking effort, so that cost estimates are accurate.

Emphasis is placed here on the first type of work letter, which gives the designer the greatest latitude, since it deals with a brand-new building that has completely uncluttered floors and up-to-date facilities.

In the past, the work letter presented to the landlord on the behalf of the tenant practically insured a carte blanche installation, with all requested construction items included at the sole expense of the landlord. Those were the years of the buyer's market, when there was more space available than tenants.

Now we have a seller's market—more tenants seeking space than space is available. Tenants no longer can demand excessive amounts of work for their installation, and so the work letter has become what I like to call the common denominator. It should apply in equal fairness to landlord and tenant alike.

Most landlords today provide tenants with their own basic building standard work letter that guarantees tenants the same basic overall installation. In order to defray the tenant's cash outlay, the landlord provides a standard installation that is paid back in the rent over the period of the lease. This cost (or expenditure) by the landlord is usually figured at $10.00 per square foot (i.e., 10,000 sq. ft. would be $100,000) for the overall installation by the landlord. The building standard work letter is geared to this.

If the rent is $7.00 per square foot at 10,000 square feet, the yearly rental for the tenant would be $70,000. Over a period of a 10-year lease the total aggregate rent would be $700,000. The construction costs amortized at $10,000 a year are included in each year's rent of $70,000. This rent must be established well in advance of the individual tenant's lease negotiations in order to finance construction costs.

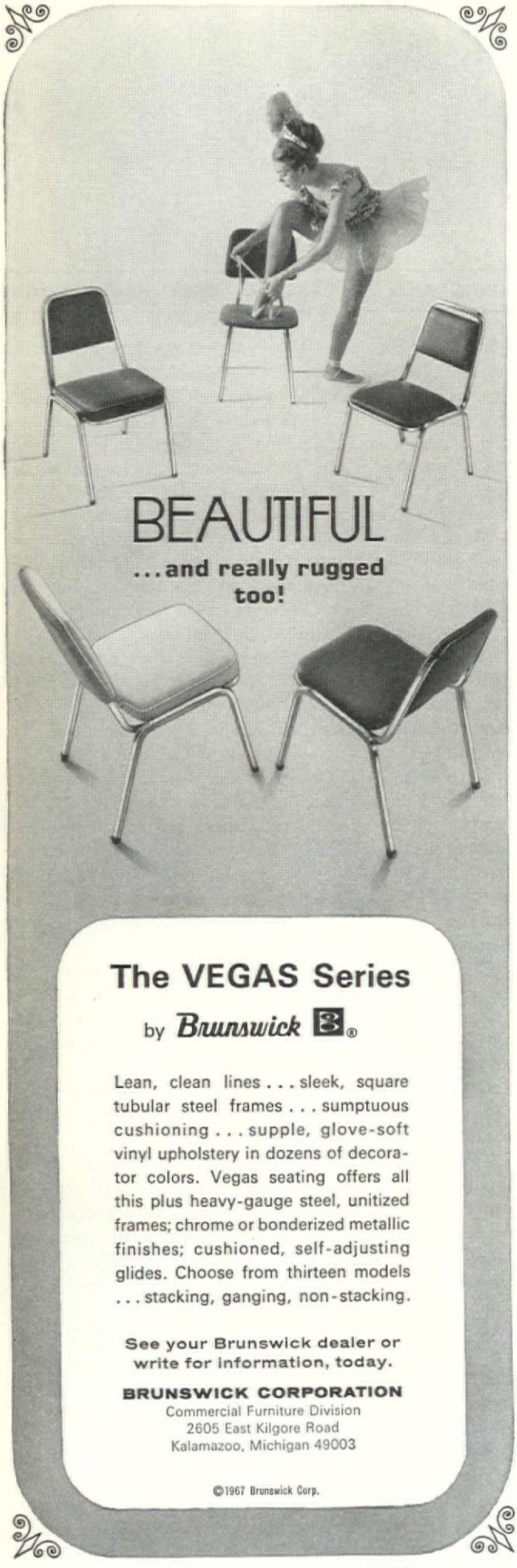
Consequently, the common denominator work letter must be fair to both landlord and tenant. The existing building standard work letter as it is comprised today is missing some important items that all tenants, in general, require.

Below is an example of the average building standard work letter, and following that, additional items that should be included in it.

Typical of the items taken into account in the landlord's standard work letter, as the landlord's expense or cash outlay responsibilities, are these items, in condensed form: A. Partitions—as per plans. B. Hung Ceilings—a specified type to be overall. C. Lighting and switching—number per square foot. D. Air Conditioning — adequate, limited thermostatic controls. E. Doors and Hardware—limited to latch sets. F. Flooring—an asphalt grade tile only. G. Painting—pastel tone only. H. Electric Outlets—number per square foot and limited to standard wattage only. I. Venetian Blinds—standard.

Additional items that should be included in the landlord's standard work letter as landlord's expense are: A Initial lamping of lighting fixtures. B. Undercutting doors for carpet. C. Telephone pipe conduit recessed in partitions (where no under floor duct system exists.) D. Locksets, closers, sliding door

← Circle No. 21 on product card facing P. 166



Circle No. 23 on product card facing P. 166

POINT OF VIEW—continued

units—number per square foot. E. Separate circuit for telephone equipment. F. Mechanical (engineering) drawings for air conditioning duct systems. G. Smoke exhaust separately ducted for all conference rooms seating eight or more. H. Credit allowance for substituting any like items of construction upgraded by tenant, such as steel and glass partitions, full height doors and bucks, special lighting fixtures, etc., all subject to landlord approval of their quality. These additional items alone would result in an increased expenditure of anywhere from $4,000 to $8,000.

The necessity of speed in closing the lease cannot be over-emphasized. With tenants clamoring for space, the designer's ability to settle all construction costs that the tenant will incur is one of the most important factors in bringing the lease to a speedy and successful closing. The following example illustrates the need for speed and application of all three types of work letters.

In negotiating a lease recently for one of our clients, we started with preliminary plans for a space that was a 10,000 sq. ft. sublet (the previous tenant had moved with six years remaining on his lease.) The stipulation was that the space would be an "as is" transaction (no work to be done by the previous tenant, who was the landlord. This situation required work letter No. 3. Our study of the tenant's needs and our ensuing work letter required a renovation and cash outlay of $100,000 minimum. The real estate broker was unsuccessful in negotiating for an increase in the rent to defray part of the cash outlay, in order to amortize the expenses over the period of the remaining lease. This space was lost due to too large an initial cash outlay required of the tenant.

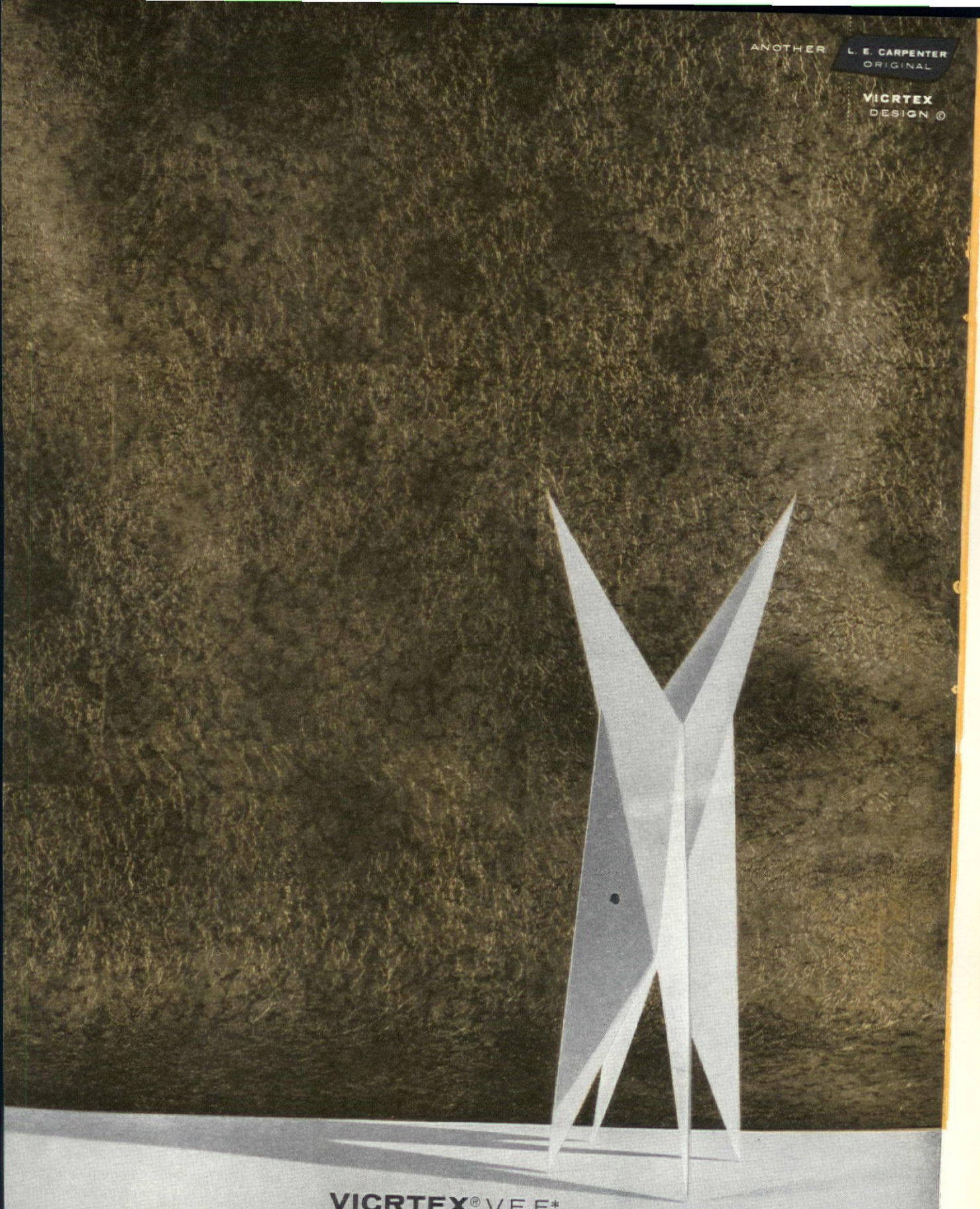
The second space found suitable in size and location had the landlord willing to provide an overall installation, but with no work letter. When all negotiations were settled and the lease was about to be signed, another tenant suddenly took the space "as is" and offered even a higher rental to the landlord. This situation would have been ideal for work letter No. 2.

The third space found adequate was again lost. In this instance, we had a new building provided with a landlord building standard work letter, but due to today's demand for space, the landlord refused our tenant for a stronger cash-on-hand tenant.

Our fourth and successful attempt was with a yet-to-be-completed building. Finances were no problem since our tenant was taking lease-back space (when a tenant contracts for more space than he currently needs and sublets a portion of his space taken for expansion to another tenant for a shorter period of time. He then can lease-back this portion of his space at a given date.) Since the original tenant was responsible for the space our tenant was leasing, there was no financial problem and our work letter was by far the most successful in getting more items of construction, even beyond the common denominator level. In this instance, work letter No. 1 clearly was indicated.

Point of View is an open forum for practicing designers. We welcome expression of your view on the problems, practices, and procedures related to the field of contract space planning and design.

Circle No. 24 on product card facing P. 166 →



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YOU MAY REFRESH YOUR MEMORY AND YOUR CURRENT INTERIOR WORK WITH OUR NEW CATALOGUE AND ILLUSTRATED PRICE LIST OR AT ONE OF THE FOLLOWING I. V. CHAIR CORPORATION SHOWROOMS: IN NEW YORK AT 969 3rd AVE.; IN CHICAGO AT 325 NORTH WELLS ST.; IN SAN FRANCISCO AT 430 PACIFIC AVE.; IN LOS ANGELES 8900 MELROSE AVE.; IN BOSTON AT 90 CANAL ST.; IN SEATTLE AT 1658 EAST OLIVE WAY; IN PITTSBURGH AT 719 LIBERTY AVE. THE DESIGNS ARE BY JOHN YELLEN.

CONTRACT NEWS

TREND MILLS, INC., carpet and rug produ
nounced three major expansions, includin
ing of a new plant in Belgium, as part of
expansion program. They have begun
to double the capacity of their Plainville
The 80,000 square foot plant houses Tren
and Tex-Tuft divisions. Trend Mills, S.A.
in 1965 in Renaix, Belgium, has begun
add 45,000 square feet and new tufting
equipment. Jean Alan Products Co., anot
which produces scatter rugs, bath mats a
and high style accent and area rugs, will
in Gijzigem, Belgium.

Mel Wolf and Bernard Gordon have f
firm, W-G VINYLS, INC., to supply vinyl
and upholstery fabrics. They have be
Frank Carr and Tony Prota.

CARSON PIRIE SCOTT & COMPANY, Wh
Covering Division, is now distributing t
sponge rubber carpet cushion line in
according to William Nolan, General S
of Ozite.

PARKWOOD LAMINATES, INC., has acqu
WOOLFORD CORP., producer of vinyl p
veneer. Parkwood manufactures high-
inates for furniture industry use.

WALL TUBE AND METAL PRODUCTS CO.
panded by the addition of new manf
and equipment. An 84,000 square foot
Newport, Tennessee plant was constru
mer and will be used to increase produc
housing facilities at the firm.

D. N. & E. WALTER & Co., San Franc
nishings manufacturer and distributo
itself of its Walter Fabrics Division.
enable the firm to concentrate more
largement and growth of its Walter C
sidiary, which recently announced th
a $3 million expansion program in the
try, Calif.

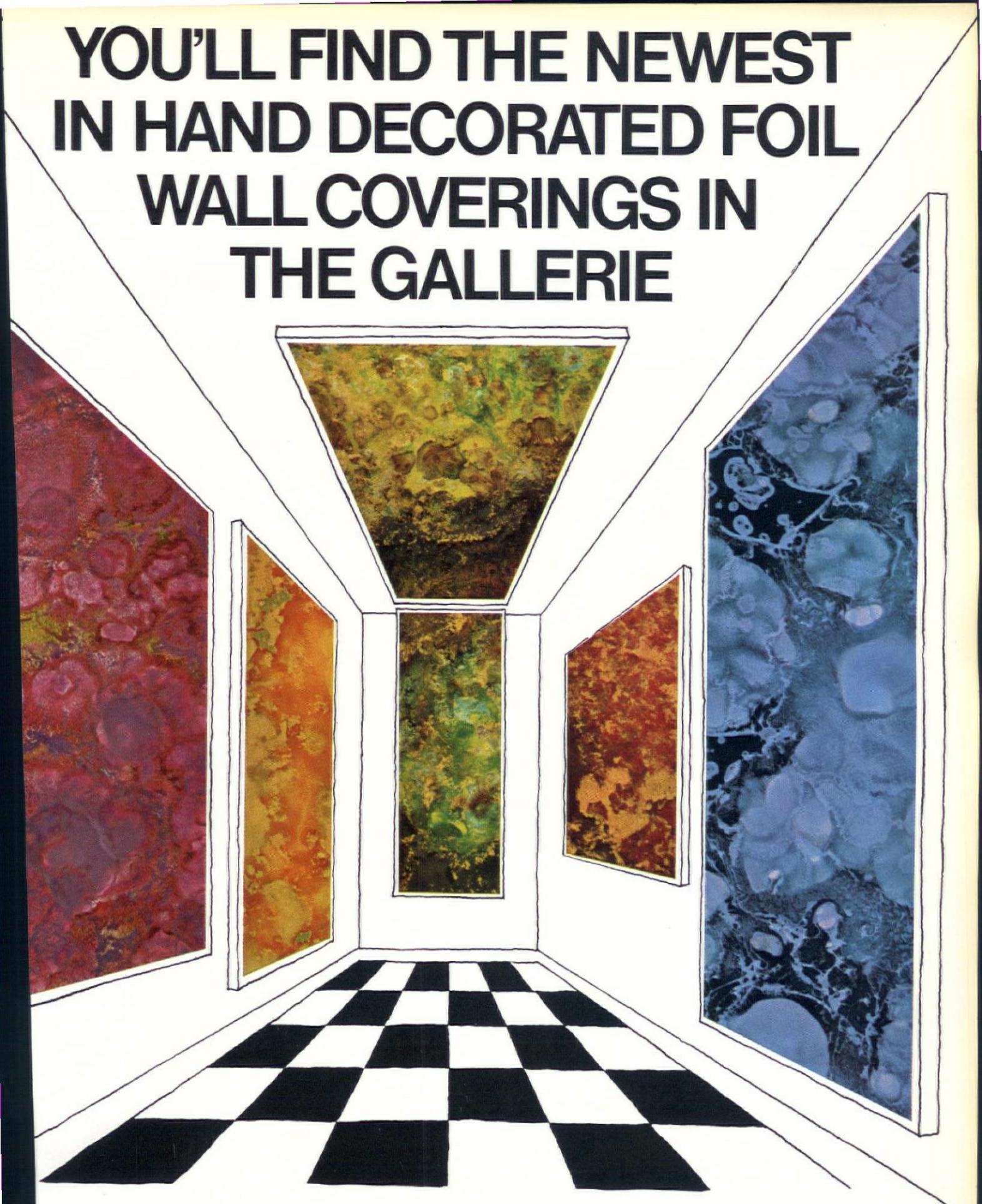
FRITZ HANSEN, INC., the New York offi
manufacturer of contemporary furnit
VAEV CORP., Danish manufacturer
rugs, has moved to new and large quar
Building. Each occupies part of th
the new addition to the D&D Buildin

Correction

Interior design credit for University
sity of California at Santa Barbara,
attributed only to the architect, Aren
on page 101 of the June issue. Roger
in association with Carroll Sager Off
the interior designer.

← Circle No. 25 on product card facing P.

YOU'LL FIND THE NEWEST IN HAND DECORATED FOIL WALL COVERINGS IN THE GALLERIE



EW *Gallerie* COLLECTION BY POLYPLASTEX UNITED INC.

matic patterns . . . with texture, dimension and vibrant color combinations.
e book available. Visit our showroom at 509 Madison Ave., New York City

870 Springfield Rd., Union, N. J. 07083

uted by: **BOSTON** Brewster Wallpaper Co., 351 Congress St. **CHICAGO** Studio 4, 3354 No. Pulaski Rd. **CLEVELAND** Fine Arts per Co., 20312 Chagrin Blvd., Shaker Heights **FORT WORTH** W. J. Hancock Paint & Wallpaper Co., 900 W. Magnolia Ave. **KANSAS MO.** Kansas City Wallpaper Galleries, Inc., 1319 Grand Ave. **LOS ANGELES** E. C. Bondy Co., Inc., 5547 Cleon Ave., North Hollywood ORK CITY Fine Arts Wallpaper Co., 979 Third Ave. **PHILADELPHIA** Frankford Wallpaper, 2038-2040 Orthodox St. **PHOENIX** E. C. Co., Inc., 817 West Indian School Rd. **SAN FRANCISCO** Don Rumsey Associates, 472 Jackson St. **CANADA** Empire Wallpaper & td., Toronto, Montreal, Ottawa, London, Kitchener, Brantford, Winnipeg, Calgary, Edmonton, Vancouver and Regina.



Circle No. 27 on product card facing P. 166

CONT

CALENDAR

1967

October 9-12. National Hardware Show. New York Coliseum, New York City.

October 16-20. Fall Furnishings Market, Summer & Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

October 19-21. AH&MA Annual Convention. Statler Hilton, Boston, Mass.

October 20-27. Southern Furniture Market. High Point, N.C.

ctober 23-27. Business Equipment Manufacturers Association, Exposition and Conference. Coliseum, New York City.

ctober 30-November 3. Outdoor & Casual Furniture Show. New York City.

ovember 6-9. National Hotel & Motel Exposition, 52nd Annual Convention. New York Coliseum, New York City.

1968

nuary 7-11, 1968. China & Glass Show. Convention Hall, Atlantic City, N.J.

nuary 14-18. Lamp & Home Furnishings Show. New York Coliseum, New York City.

uary 21-24. Gift Show, Hotel Willard, Washington, D.C.

uary 29-February 2. Western Winter Market. Western Merchandise Mart, San Francisco, Calif.

uary 28-February 1. Gift Show. Holiday Inn and ew York Coliseum, New York City.

il 2-4. Northern Ohio Business Equipment Show. eveland Public Auditorium, Cleveland, Ohio.

4-6. CONTRACT '68—The National Contract ow & Convention, sponsored by CONTRACT Magane. New York Coliseum, New York City. For deils contact: Mr. Jerome Brown, National Exposons Co., 14 West 40 St., New York. N.Y. 10018. l.: 212/564-8714.



...chosen by Arthur Elrod A. I. D. to be the exclusive supplier of lamps for the 1968 ROOMS OF TOMORROW

exclusive PHIL-MAR TWIN BULLET fixture

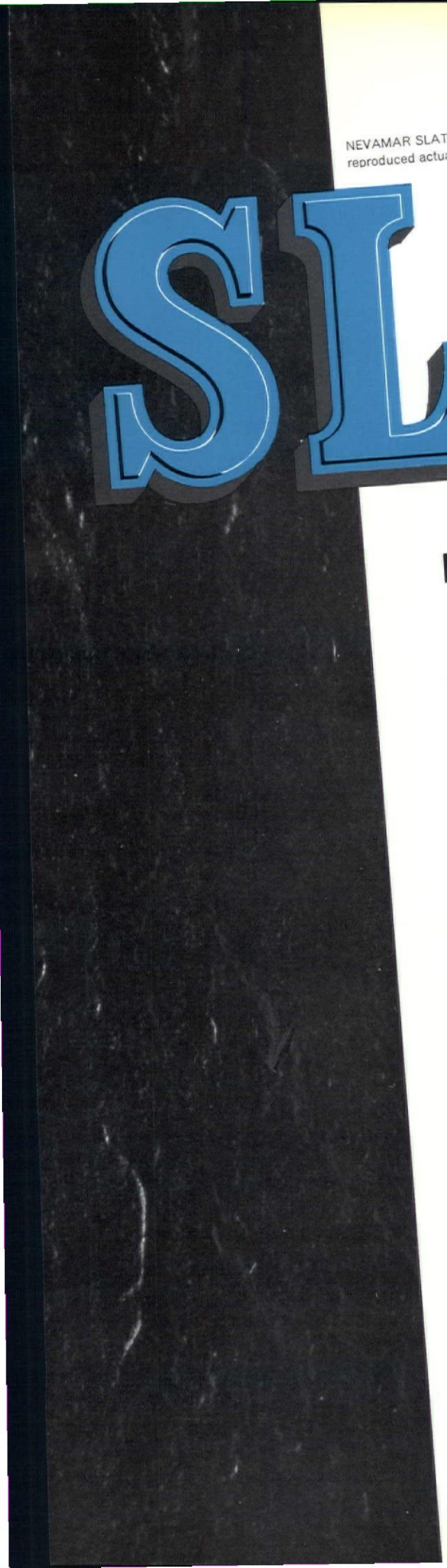
The very newest in night stand lamps... combines the decorative beauty of a table lamp with the function of the standard twin arm lamp. A feature that is adaptable to any Phil-Mar table lamp. Three way base switch turns either side on or off separately. We invite you to see the latest innovations in lighting in both the "Rooms of Tomorrow" exhibit and at The Phil-Mar Space 4074-75 The New York Coliseum.

PHIL-MAR
CONTRACT DIVISION
PHIL-MAR CORPORATION • 1100 E. 222nd ST. • CLEVELAND, OHIO 44117

Circle No. 28 on product card facing P. 166

Circle No. 29 on product card facing P. 166 →





NEVAMAR SLATE . . .

A NEW, TRULY SCULPTURED LAMINATE.

Nevamar Slate . . .
another Nevamar exclusive.
A laminate you'll have to see and feel to believe.

Not a printed pattern, but a handsome, sculptured three-dimensional surface exactly duplicating the natural cleft of quarried slate in every rich detail.

There the similarity ends.

Nevamar Slate won't break or chip. It's lightweight, stain and mar resistant, warm to the touch. Glues and fabricates with conventional techniques.

The laminate versatility of Nevamar Slate makes it practical and economical to use in a broad range of surfacing applications.

Send for a sample.

See and feel Nevamar Slate for yourself . . . then let your imagination run wild.

NEVAMAR®
newest look in Laminates

MANUFACTURED BY NATIONAL PLASTIC PRODUCTS COMPANY, ODENTON, MARYLAND 21113—An affiliate of Enjay Chemical Company

DALLAS MARKET CENTER

TRADE MART • HOMEFURNISHINGS MART • DECORATIVE CENTER

provides

1-Stop Service

for Designers, Dealers and Decorators planning Commercial Projects!

SAVE TIME

Save time in your travels — time where you buy!
Coordinate your complete selections in Dallas — for apartment project, motel, hotel, offices, or other institutional purposes. More than 650 showrooms filled with the merchandise you need — for every job from multiple homes to a public building!

Furniture, Floorcoverings, Lamps and Fixtures, Draperies, Wallcoverings—plus the Largest Selection of Decorative Accessories in America. Most showrooms are open daily.

DALLAS MARKET CENTER
Trade Mart

dmc

Homefurnishings Mart
Decorative Center



Circle No. 31 on product card facing P. 166

Circle No. 32 on product card facing



Suite 4188 at the Coliseum. Drop in.

It's one of Simmons Rooms of Tomorrow. You can see it at the Hotel-Motel Show in New York next month.

This modern room introduces the revolutionary Simmons Pace case goods which open new horizons for the appearance-conscious decorator, the budget-minded innkeeper and the comfort-seeking guest.

Available both wall-hung (as shown) or free-standing, Pace is high-quality metal furniture that looks, feels and even sounds like wood.

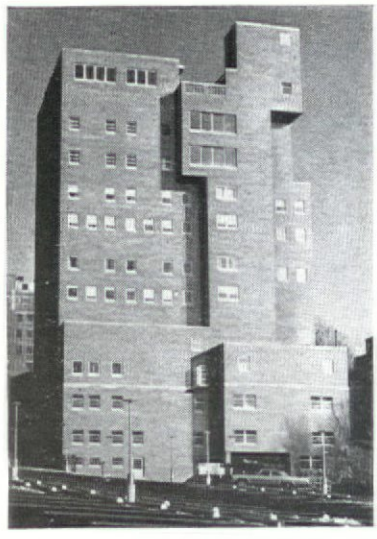
It's easy to maintain and keep clean. It keeps its stylish appearance through years of use and abuse.

The Room of Tomorrow contains the famous Beautyrest Adjustable bed that enables a guest to raise or lower the top and bottom of the bed with a mere push of a button. It's king sized as most guests prefer. Drop in to the Rooms of Tomorrow, Booths 4188-91, for a complete demonstration.

SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL. 60654

The place:



The prominent
Fitzgerald-Mercy Hospital,
Darby, Pennsylvania

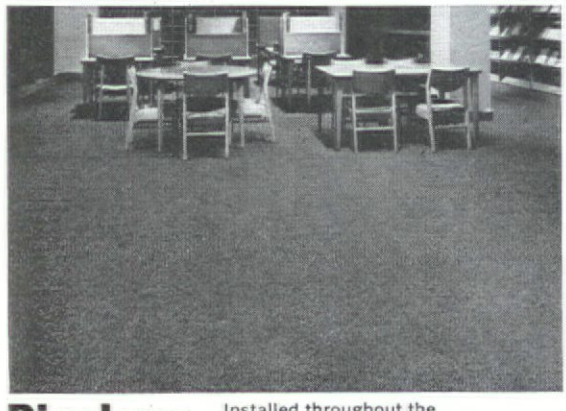
The man:

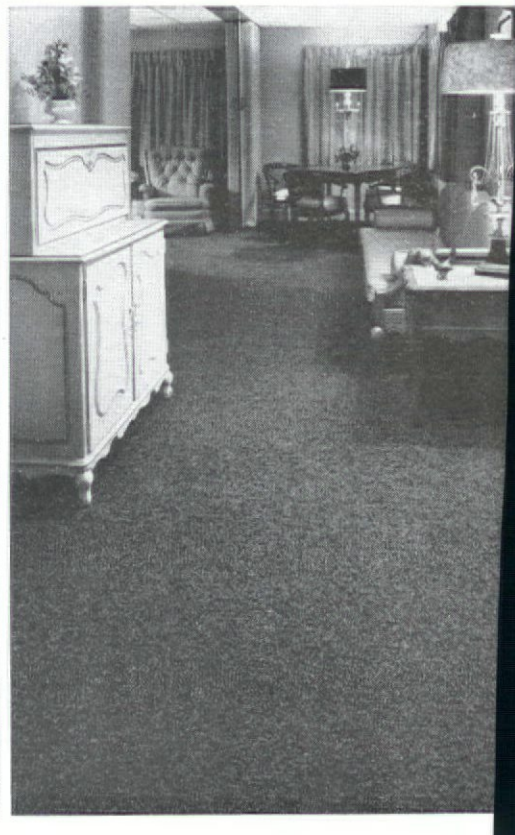


Mr. Neil McGarry,
Drexel Hill Furniture Company
Springfield, Pennsylvania

The carpets:







Bigelows. Installed throughout the hospital, beautiful Cordridge® carpet makes a quiet and almost incomparable decor.

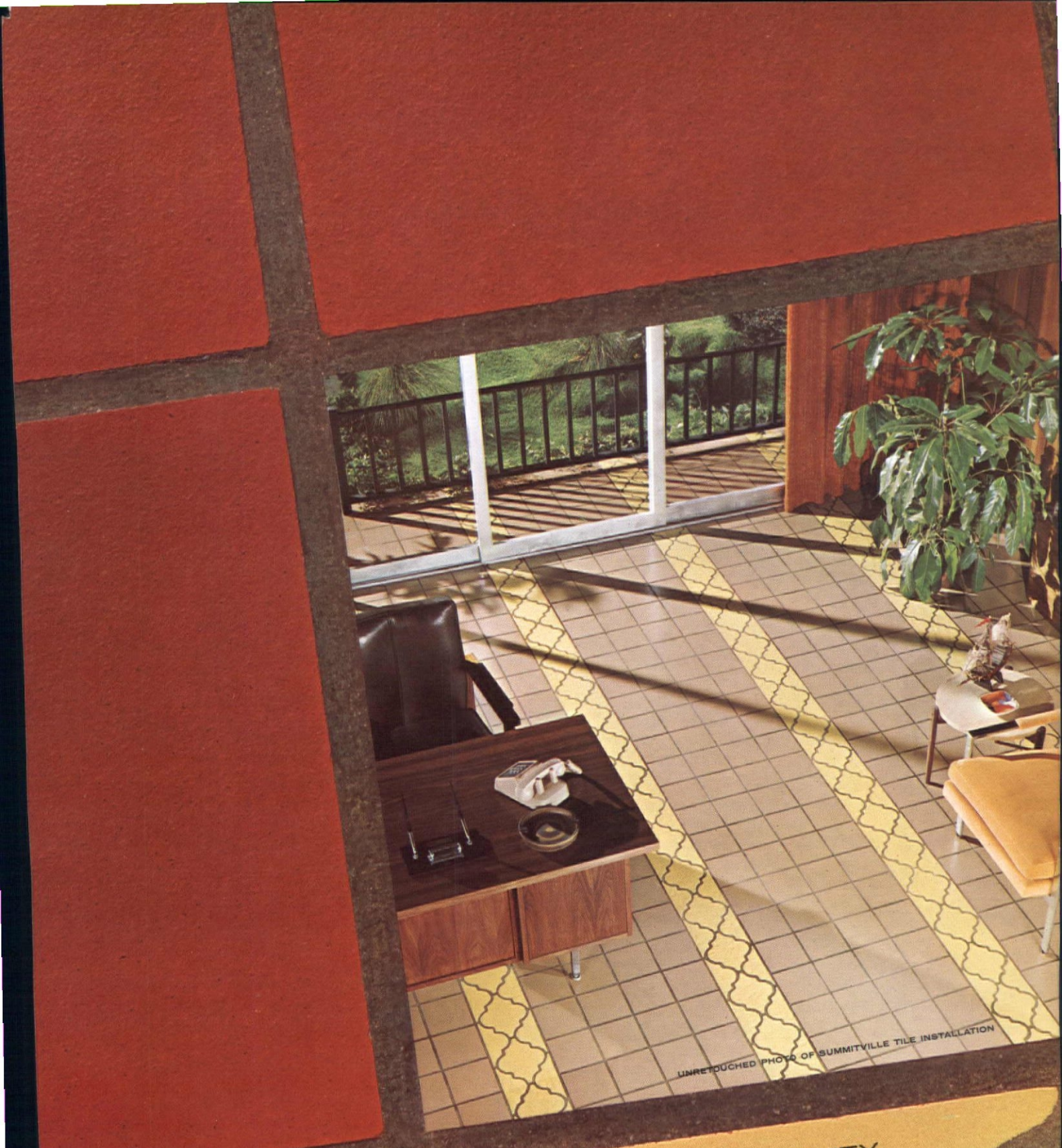
Why do people like Neil McGarry specify Bigelow? Because they know that for every hospital, hotel, motel, bank or other commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call yo nearest Bigelow sales office. Or for a colorful, fr brochure on commercial carpets, write Dept. 140 Madison Avenue, New York, N.Y. 100 Find out for yourself why

people who know buy Bigelow

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Se

Circle No. 33 on product card facing P. 166

Circle No. 34 on product card facing



GO ON . . . ADD YOUR TOUCH OF CREATIVITY

Summitville extruded Quarry Tile is a "creative tool" for the design innovator. A wide range of natural colors, sizes and contours offer virtually unlimited opportunities for designing "total floors" . . . unique and complete. For decor, for interest, for durability, for beauty, for economy, for no maintenance—think Quarry Tile . . . by Summitville Tiles, Inc., Summitville, Ohio.

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QUARRY TILE

Member – Tile Council of America

DISCOVER EXPLORER: USUALLY USED WHERE UNUSUALLY DENSE CARPET IS REQUIRED.

OR IN PLACES WHERE IT'S UNUSUAL TO USE CARPET AT ALL.



ACRILAN
Monsanto

Explorer is unusually dense carpet—1/10 gauge*
or a minimum of 80 tufts per square inch. And for even greater wearability
and beauty it's made with Acrilan® acrylic fiber—the tough fiber with the soft touch.
Ideal for practically any contract installation, particularly high-traffic areas where performance
and looks are a must. In fact, Explorer wears and cleans so well, you can use it in places where you might ordinari
use an entirely different flooring. And the cost? Less than any comparable carpet.
Available in 17 colors tufted on a Spun Bond man-made back for dimensional
stability. Your choice of Rubber Loc or Dual Loc jute secondary backing.

Discover Explorer yourself. For a 3″ x 5″ sample and Sweet's
File Catalog, #28E, write: E. T. Barwick Mills, Inc.,
Contract Division, Chamblee, Georgia.

*(270 pitch)

E. T. Barwick

E. T. BARWICK MILLS, INC., CHAMBLEE, GEORGIA
World's largest maker of tufted carpets and rugs

Circle No. 35 on product card facing P. 166

CONT

Nobody expects you to remember all the seating pieces we make

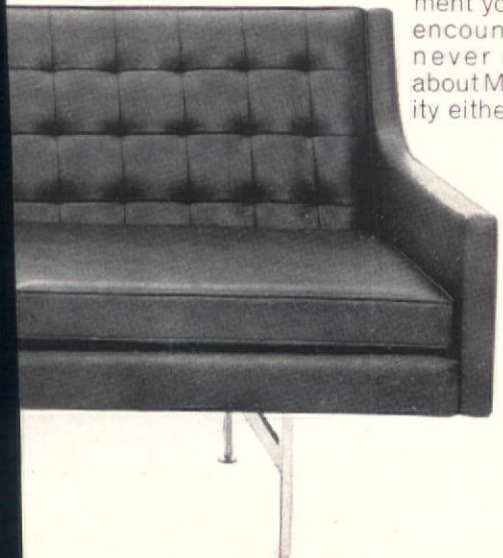


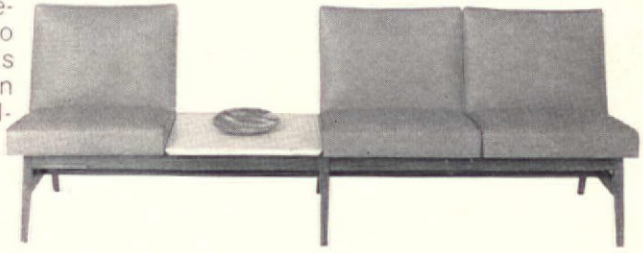


. . . because, to be exact, there are over 1000 different styles, de-s, shapes, sizes and combina-s in hundreds of the finest up-tery fabrics you'll find anywhere.

Chairs for the executive office. Sofas, chairs, benches, tables for reception and lounge areas—and contract installations. But there's one thing that's easy to remember. There's a Monarch piece or collection for any requirement you're likely to encounter. There's never a question about Monarch quality either.

These are just some of the reasons leading dealers find their Monarch catalog an excellent source of profitable sales. If you want to know more about Monarch seating, write on your business letterhead.





MONARCH



RCH FURNITURE COMPANY INCORPORATED ☐ HIGH POINT, N. C.
ms: New York, Anthonsen & Kimmel Associates, 440 Park Avenue, South ☐ Dallas, Dick Lowe Associates, 3720 La France



Illustrated: No. 2400, size 30″ x 40″.

A reflection of quality at the Baltimore Statler-Hilt

The Statler-Hilton . . . an exciting new hotel for Baltimore and a sumptuous showplace for 337 of LaBarge's No. 2400 decorative wall mirror with gold anodized aluminum frame. You'll find 147 more of them at the new Annapolis Statler-Hilton Inn. In addition, the hotel ordered 30 other LaBarge mirrors for elevator lobbies and deluxe suites.

Statler-Hilton chose the highly favored LaBarge 2400 mirror in 18″ x 36″ size. Other sizes are available from LaBarge, as are decorative wall mirrors in a wide range of wood and metal frames, traditional and contemporary styling. Call or write our main offices in Zeeland for complete information.

LaBarg
Mirrors in

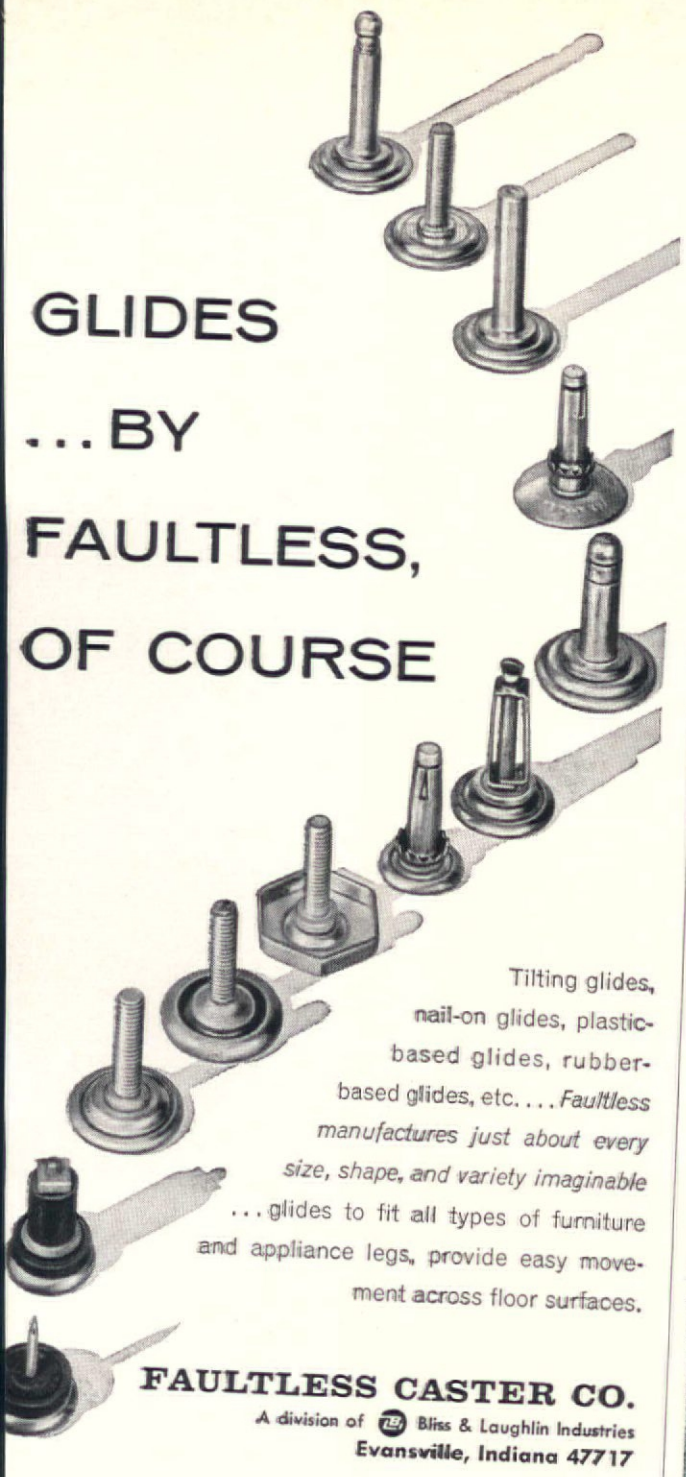
Zeeland, Michigan 49460
616-772-2149

PERMANENT SHOWROOMS:
Merchandise Mart, Chicago; 22
Furnishings Mart, Hickory, N.

Circle No. 37 on product card facing P. 166

CONT

GLIDES ...BY FAULTLESS, OF COURSE



Tilting glides, nail-on glides, plastic-based glides, rubber-based glides, etc.... *Faultless manufactures just about every size, shape, and variety imaginable* ...glides to fit all types of furniture and appliance legs, provide easy movement across floor surfaces.

FAULTLESS CASTER CO.
A division of Bliss & Laughlin Industries
Evansville, Indiana 47717



Faultless

Trained salesmen and local stocks

Branch offices in principal cities of the U.S. and Canada.
Circle No. 38 on product card facing P. 166

Circle No. 39 on product card facing P. 166 →

a new collection of silk weaves from

korea

Designed by Gene Kavanaugh from classic Korean motifs. 8 patterns in 50 colorways in a heavy texture, 50" wide, for drapery and upholstery. Coordinated solids of the same texture.

ISABEL SCOTT

Isabel Scott Fabrics Corp., Decoration & Design Building, 979 Third Ave., New York, N.Y. 10022 • Chicago, Ill.: Space 1180 Merchandise Mart





"Let's unpack 'em. What's 40 days and 40 nights of rai
when they're covered by the J.R. Clark 5-year guarantee

All furniture makers talk about quality. But talk is cheap.

So we prove the durability of J. R. Clark casuals with something that's not cheap; a guarantee that insures you against damage due to rust, stains, fading . . . for five years or longer.

Clark casuals—both Rid-Jid and Ames Aire—aren't maintenance-free by accident. They're carefree to use because of the care we put into building them.

The construction is all steel; zinc-plated, chromated, epoxy-treated . . . then a high quality enamel finish is baked on. Even the hardware is guaranteed against rust. Vinyl cords are hand wrapped, magically resilient; laugh off sun, rain, salt spray. And our table tops are either tempered, Ripple-Mist glass or sturdy mesh steel.

Clark casuals blend with any decor. Lines are
gracefully molded. Colors are warm, rich, striking
Your customers will appreciate the constructio
beauty of Clark casuals. And you will appreciate
plus profitability.

Write for full-color brochures on Rid-Jid and Ames Aire
tions by Clark. Or see Clark casuals for yourself. We are a
of the Contract Manufacturers Center Association, with per
display space, 1174, Merchandise Mart, Chicago. Othe
permanent displays at: American Furniture Mart, Chicag
Park Avenue, New York; Dallas Home Furnishings Mart;
Furniture Mart, San Francisco; or the Los Angeles Home
ings Mart.

The J. R. Clark Compa

Spring Park, Minnesota 55384

"RID-JID"® AND "AMES AIRE" ARE TRADEMARKS OF THE J. R. CLARK COMPANY

ARM CHAIRS • OCCASIONAL CHAIRS • STACKING CHAIRS • CHAISES • SUN LOUNGERS • COFFEE TABLES • UMBRELLA TABLES • PEDESTAL TABLES • SETTEES • SERVI

Circle No. 41 on product card facing P. 166

Circle No. 42 on product card fac



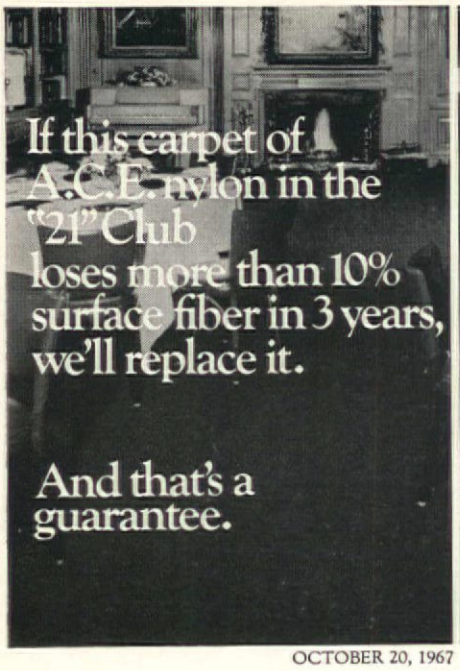
R. V. Bendrat, the Director of the Peacock Wallpaper Collection and Gordon Winslow, creator of the fabric coordinates of the collection, reviewing four of the proven hits for the Architects and Interior Designers. "Hounds Tooth Plaid," "Peacock Leaves," "Bamboo Trellis Stripe" and "Peacock's Peacocks"——the collection is COMPLETELY CUSTOM with a large selection of fabrics and a large selection of wallpaper and vinyl grounds.

GORDON WINSLOW FABRICS, Ltd.

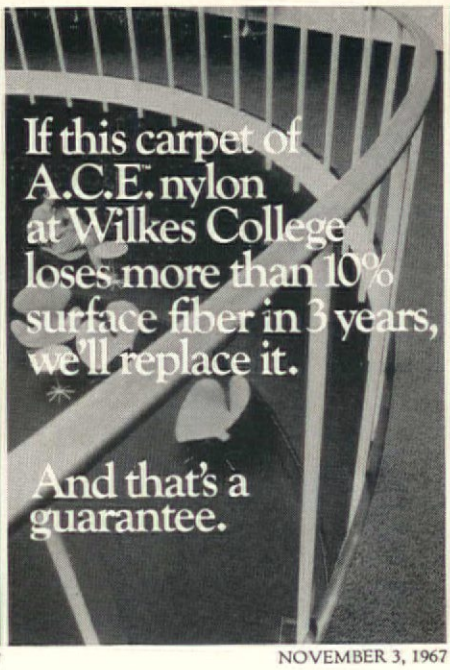
Directors: Eleanor M. Winslow, Mr. Bendrat and Mr. Winslow

Suite 1712, 979 Third Avenue, New York 10022 Plaza 3-7467

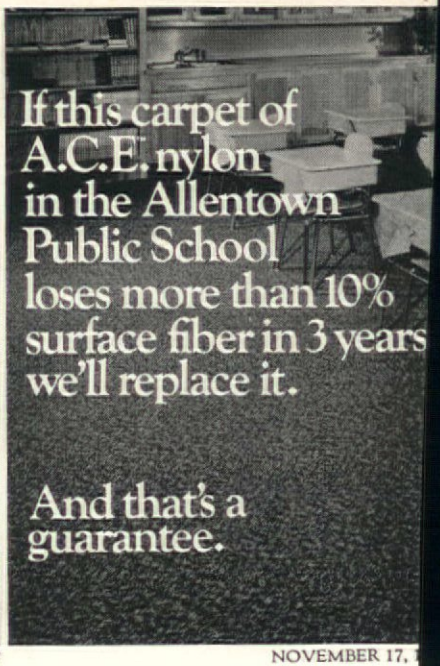
NEW YORK • WASHINGTON, D.C. • CHICAGO • SAN FRANCISCO • MONTREAL • ROME • PARIS



OCTOBER 20, 1967

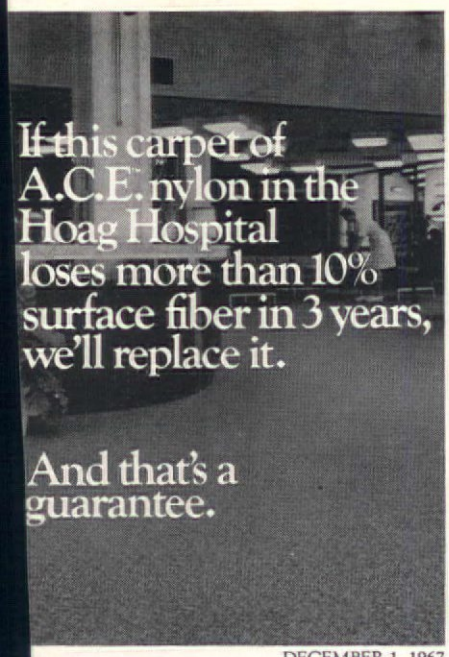


NOVEMBER 3, 1967

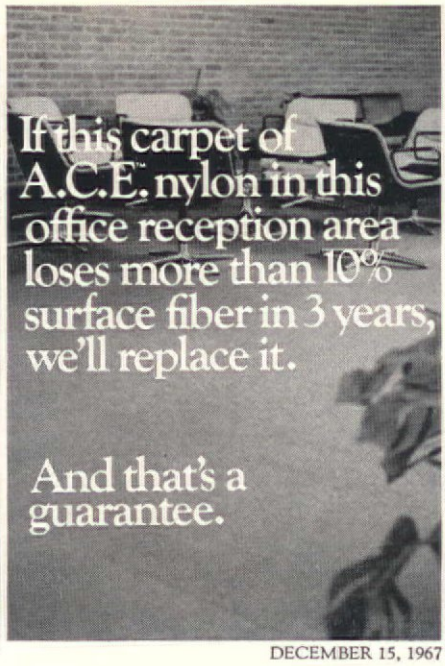


NOVEMBER 17,

This is all the Time we've taken



DECEMBER 1, 1967



DECEMBER 15, 1967



DECEMBER 29, 1967

TIME

You're looking at just 6 of the 12 full-color ads that will tell the right eople the right thing: Allied Chemical is the only fiber producer to give a year guarantee . . . any carpet of A.C.E.™ nylon is guaranteed against as little 10% pile surface loss. This guarantee covers any commercial installation (all 12 s will illustrate actual in-operation application like restaurants, schools, clubs, permarkets—every, and all, high-traffic areas). We intend to hit the people (your ent) who should know about our A.C.E. 3-year guarantee program. There is no ner program like this anywhere.

And we're taking the time to tell you beforehand because we anticipate ion from our program. It's that unique; it's that important.

We think you'll want to take the time to send for more information out ALLIED CHEMICAL A.C.E. PROGRAM. It'll be that important to you.

s Carpet is guaranteed by Fibers Division, Allied mical Corporation, against excessive surface wear for years when properly installed and maintained. The antee will cover surface wear to the extent of loss re than 10% (per square yard) of pile fiber. carpet fails to perform as guaranteed, it e replaced at our expense upon request of ustomer. The guarantee does not cover burns, pulls, cuts or damage due to im- r cleaning agents or methods."

A.C.E. ALLIED CHEMICAL ENGINEERED NYLON

TM. A.C.C.

To find out more about A.C.E., the specially engineered nylon for commercial carpets, send this coupon to Allied Chemical Corporation, Dept. A.C.E., No. 1 Times Square, N.Y., N.Y. 10036.

Allied Chemical

Name_____

Firm_____

Address_____

Occupation_____

Type of Installation_____

Circle No. 43 on product card facing P. 166



AIR EXPRESS

Comfortweave: woven of tough vinyl and nylon filament *expressly* to let air flow through. This remarkable new f
gives unexcelled seating comfort and convenience. Actually 44% air! Cooler in summer, warmer in winter. Stron
durable. Comfortweave's luxurious "soft to the touch" texture fits channel, tufted and button backs without fo
gathers. Fourteen elegant colors complement any decor. Need Comfortweave samples fast? We'll send them fa
Air Express. For information, contact your distributor or write: Ford Fabrics • P.O. Box 128 • 151 Lafayette • Mt. Cle
Michigan 48043.

comfortweave *—a better idea from . . .*

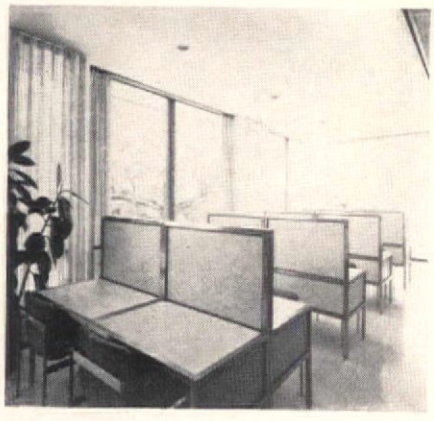
FORD FABRICS

Ford



for school room furniture . . .

WALLINGFORD Stainless Tubing is Versatile



Yes, it's **versatile . . .** it's **strong** and **beautiful,** too. It's everything that sells institutional furniture, **and** durable.

Of course, Wallingford doesn't make or sell furniture, but Wallingford knows a great deal about what does sell furniture. Here's the stainless steel tubing with everything . . . quality, desirable finishes, and the finest and newest production facility in the business.

Add your touch of style to Wallingford stainless tubing, and you'll create chairs, desks, tables and divider components with the wonderful "magic" that sells institutional furniture.

Circle Reader service card No. 45 for special manuals on the Bending, Welding and Finishing of stainless steel available to Furniture Manufacturers and Fabricators only.

Progress in Metals Since 1922

HE WALLINGFORD STEEL COMPANY
WALLINGFORD, CONNECTICUT

THE WALLINGFORD STEEL COMPANY, Wallingford, Connecticut

Please send me:

- ☐ General information and available literature on Wallingford Stainless Steel Tubing.
- ☐ Sample kit of Tubing showing Wallingford finishes.

NAME_____

TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Circle No. 44 on product card facing P. 166



Hospitality

. . . by design

For gracious interiors, the essence of beauty is subtlety. To this end, inconspicuous hospitality is built into the Vogel-Peterson Designer Wardrobe Series.

In office or home . . . there's a place for Vogel-Peterson's concealed and semiconcealed wardrobes. Tailored to your taste and to your client's budget. The WA-500 (illustrated) stores coats, hats, briefcases neatly and subtly behind a beautiful 30" x 72" walnut, teak or rosewood panel that extends unobtrusively into the room. Excellent access. No cumbersome supports. V-P gives you quiet sophistication and warmth, charm and latitude for your own creative instincts.

For more information on these and other imaginative racks write for Catalog WA-85

© 1967 V.P. Co.

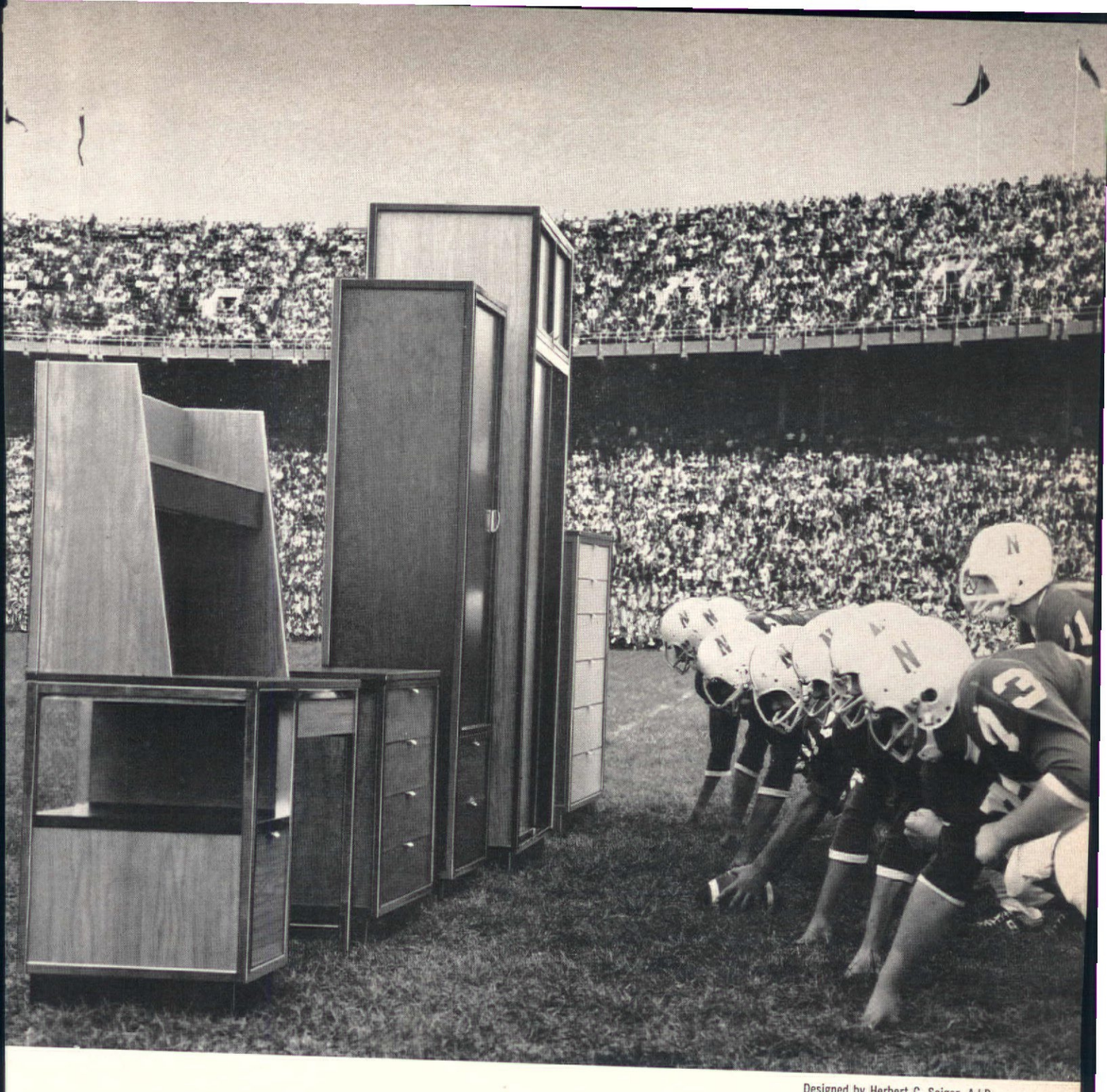
Vogel-Peterson Company

"The Coat Rack People"

ELMHURST, ILLINOIS

Circle No. 46 on product card facing P. 166

Circle No. 47 on product card facing



Designed by Herbert C. Saiger, A.I.D.

toughest line in the country

SYSTEM '70

This architectural dormitory furniture shrugs off hard knocks like an all-American. Features steel framework welded where necessary for maximum strength . . . steel side panels . . . tops and doors of virtually indestructible fused laminates . . . smooth sliding steel drawers with integral reinforced sides . . . nothing to warp or chip ■ Built-in System '70 units meet federal standards for long-term loans. And how versatile they are. Custom tailor them to your needs . . . combine them to meet large and small requirements as well as dimensional and design specifications ■ Available in glowing wood grains and solid colors. Write us. Let us quote your next job. **The Troy Sunshade Company,** Division of The Hobart Manufacturing Company, Troy, Ohio 45373.

Visit Troy in Booth 2076 at the National Hotel-Motel Exposition, Nov. 7-9

Troy.

Show rooms: One Park Avenue, New York/Merchandise Mart, Chicago/612 Grant Street, Troy, Ohio/ Dallas Trade Mart, Dallas, Texas/Houston Homefurnishings Mart, Houston, Texas



The reason we're introducing The Lobby Carpets.

Every foot that comes into an office has to go through the lobby. That's why we call our new carpets The Lobby Carpets. They can take even the busiest lobby and show less soil, less dirt, less wear than you'd believe possible. So they're not just for lobbies, but for offices, corridors, public rooms—anywhere a carpet has to take real punishment.

The reason The Lobby Carpets can take it is that they're all made with a pile of 100% Antron® nylon by DuPont. Antron is a kind of super-nylon. It's as tough as regular nylon. But far more soil resistant. Which means it shows far less dirt than any carpet fiber around. And since it doesn't get dirty as fast, it needs cleaning less often. Which makes it more economical.

And because we really believe in The Lobby Carpets, we've introduced a whole line of them. Different pile heights. Different designs. Different colors. But they all have one thing in common. They're all priced right.

The Lobby Carpets by Lees—for places where anything else would be a dirty shame.

Any questions? A Lees contract carpet specialist will be glad to help. Just write Lees Carpets, Section 10G, Bridgeport, Pa. 19405.

LEES CARPETS

©1967 LEES CARPETS, BRIDGEPORT, PA., A DIVISION OF BURLINGTON INDUSTRIES.

Manufacturers turn on sales at *Contract '68*

Buyers Attend

CONTRACT '67 was toured by thousands of architects, contract designers, specifiers, furnishers, space planners, school, college and university administrators, government purchasing personnel, and volume commercial/institutional buyers.

A greatly increased CONTRACT '68 attendance will be stimulated by an expanded, provocative seminar program, a dynamic audience promotion campaign, the success of CONTRACT '67, and a substantial increase in the number and variety of exhibits.

Exhibitors Sell

On-the-spot sales and long lists of impressive contacts were reported by CONTRACT '67 exhibitors, many of whom wrote enough business to justify doubling and tripling their exhibit space in CONTRACT '68.

National Marketplace

Leading manufacturers from all over the nation *(see list at right)* and the Belgian Government have already reserved their exhibit space. These exhibitors and many others will show their contract lines to buyers from virtually every state.

Reserve Your Space Now

CONTRACT '68 will be the major merchandising event of 1968. By reserving your exhibit space today, you can guarantee yourself an advantageous booth location to see and sell the key people who specify and buy millions of dollars of commercial/institutional products yearly.

Contract '68

New York Coliseum
June 4-6, 1968

the national show and convention sponsored by* CONTRACT *Magazine

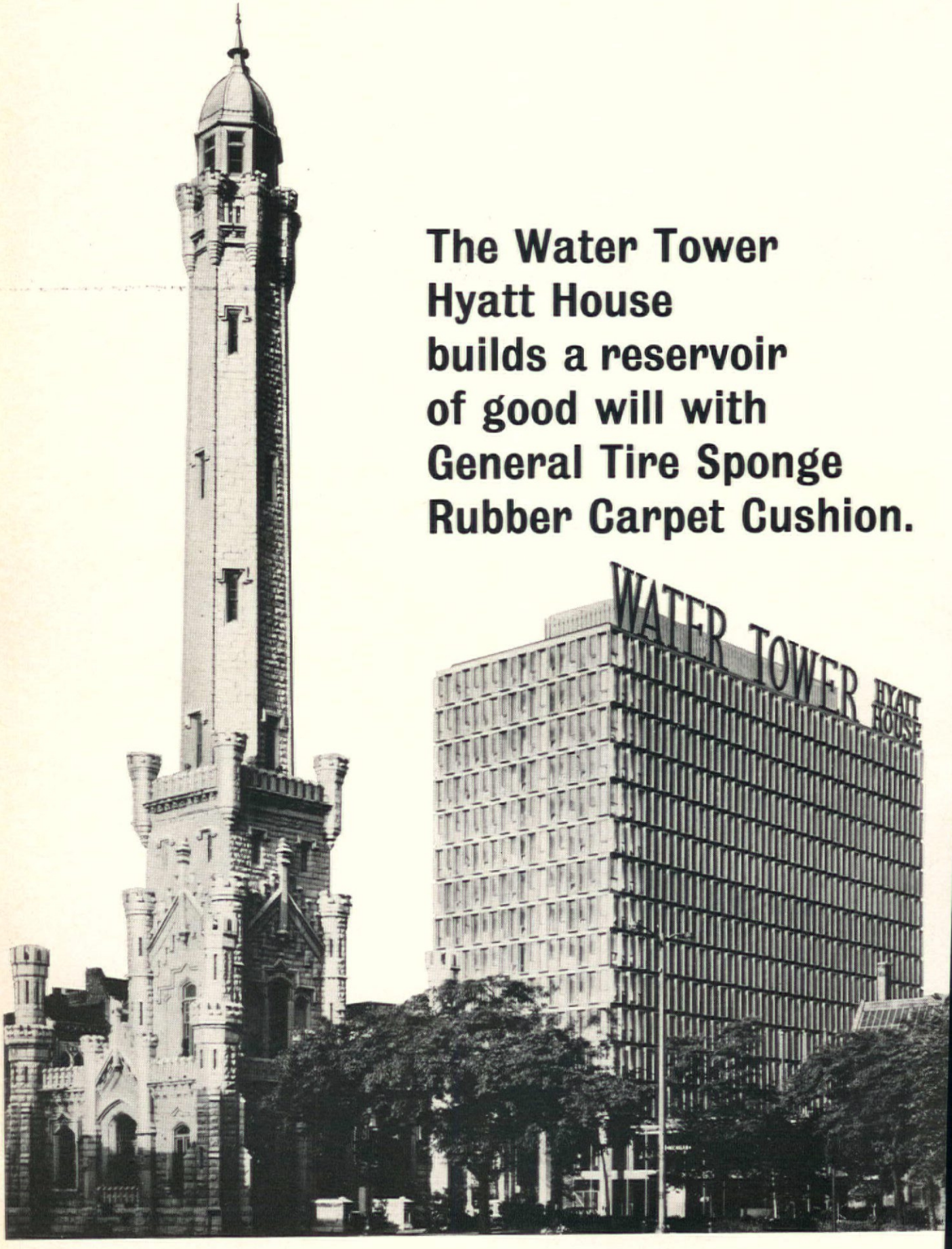
r space reservations, information: **Jerry Brown, National xpositions Co., Inc., 14 West 40th St., N.Y., N.Y. 212/564-8714**

Circle No. 49 on product card facing P. 166

EXHIBITORS TO DATE

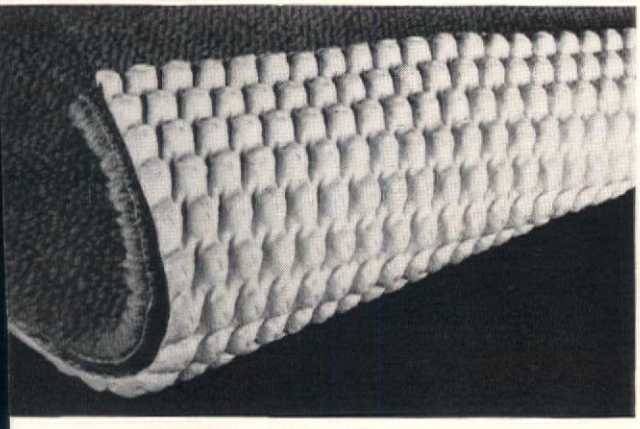
Adamo Galleria
Aldon/Contract Carpet
Allied Chemical
American Mat
Belgian Government
Berkshire Hathaway
Bigelow-Sanford
Borden Chemical Co. (Columbus Coated Fabrics Div.)
Boussac of France
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Rockland Industries
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Trend Mills
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Williams Office Furniture
Lee L. Woodard
World Carpets

No. 79 on product card facing P. 166



The Water Tower Hyatt House builds a reservoir of good will with General Tire Sponge Rubber Carpet Cushion.

Chicago's Water Tower Hyatt House assures its reputation as a midtown oasis of comfort, quiet and relaxation with 8,000 square yards of General Tire quality carpet cushion. Its management knows that every inch of this famous underlay will prolong carpet life and keep guests relaxed and happy. General Tire carpet cushion is created for long run service and satisfaction like this . . . to pay long term dividends of all-around good will. And it's so easy to install . . . tailors to any floor, to any carpet. You can specify exactly to your needs, too, from a long line of quality grades. Insist on genuine General Tire Sponge Rubber Carpet Cushion for your next installation.





General Tire Carpet Cushion installed by Contract Division, Marshall Field & Company, Chicago, Illinois.

NATIONAL AGENTS: AIR CREST PRODUCTS, 2301 South Paulina Street, Chicago, Illinois 60608
CROWN PRODUCTS CORP., 2121 E. Wheatsheaf Lane, Philadelphia, Pa. 19137

Guaranteed Unconditionally

ll qualities of Sponge Rubber Carpet Cushion anufactured by The General Tire & Rubber ompany are guaranteed to provide satisfac- ry performance. This guarantee applies to stallations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

GENERAL TIRE

Circle No. 50 on product card facing P. 166

Something new, going for you.

Your complete new file of designed-for-distinction business furniture is ready. Shall we mail it all? Or just the items you've checked?

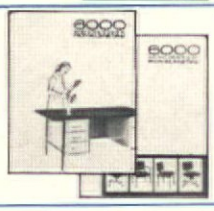
☐ **Lounge and Reception Furniture**
Styles for every business and budget. Every color and decorating scheme.



☐ **Dormitory Furniture**
Multiversity modular designs for schools and universities.



☐ **Moderate Priced Office Designs**
6000 Series modular desks and credenzas tables, chairs, bookcases and files.



ROYALMETAL®

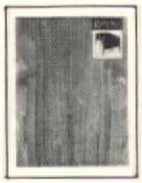
☐ **Top-of-the-Line Chairs**
350 Series. Designs for the executive suite.



☐ **Full Range of Office Chairs**
Contemporary seating in all price categories. Including the versatile Park Avenue Series. Styling to blend with a variety of decors and desks.



☐ **Croydon Wood Furniture Masterpieces**
The beauty of fine woods in Italian provincial, transitional and contemporary designs.



C-9

Royalmetal Corporation
One Park Avenue, New York, N. Y. 10016

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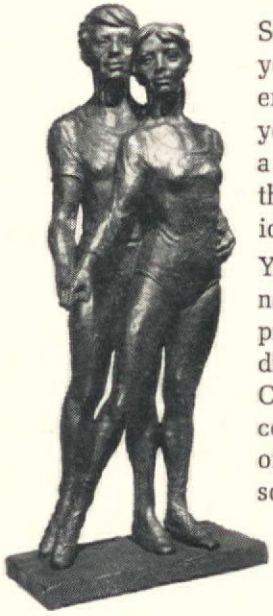
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SELL FURNITURE, CREATE NEW SALES



Sculpture works wonders with your room settings . . . enhances the appearance of your furniture . . . and goes a long way towards providing the customer with a "visual" idea of the desired effect.

Your job is made easier by our national advertising and promotion . . . but you must direct the customer. Concentrate on building art corners in living rooms, dens, offices. Accentuate the value of sculpture as an impressive gift.

SEE US AT ALL MAJOR SHOWS.







Send for our 136 page Catalog Mats, Consumer Brochures

Our 3rd factory now in operation to speed deliveries and create new sculpture daily.

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1637 62nd Street, Brooklyn, N.Y. 11204

SHOWROOMS: Showroom & Factory 1615 62nd St., Bklyn., N.Y. **NEW YORK:** The Burkhar Rm. 408, 225 5th Ave.; Early American Only J & H Alexander, 225 5th Ave.; **DALLAS:** Tr Mart, Rm. 1515; **LOS ANGELES:** Burton S. Klein. 310 So. Robertson Blvd.; **HICKORY & H POINT, N.C.:** Terrytown Import & Mfg.; **MINNEAPOLIS:** Wiley Assoc., Merchandise Mart, Rm. 5

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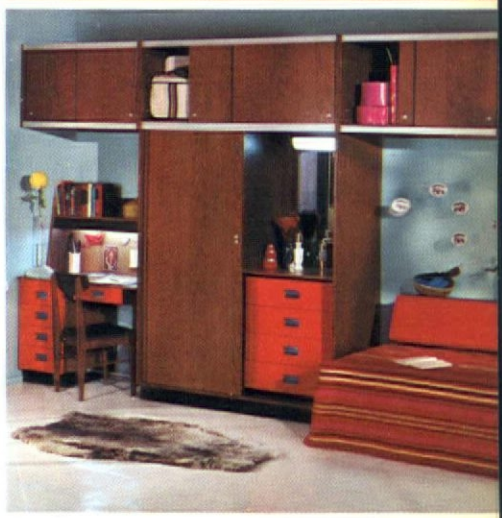
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We go farther than meets the eye.

(Lots farther!)

All the way to deep-down durability. In functional, style co-ordinated designs. For everywhere from offices to dormitories. Beauty? Outstanding! Luxury woods or easy care metal. Decorator finishes and fabrics. Ask your Royalmetal Dealer for a broader view. Or write Royalmetal Corporation, One Park Avenue, New York, N. Y. 10016.





ROYALMETAL®



Glass will never be the same after Krinklglas*

*T.M. Reg.

Introducing an exciting new material: Krinklglas.

It has some amazing properties (see below) that make it a joy to work with. And just as important, it has a beauty that no other material can approximate. Because Krinklglas is not only permanent in color, it's unlimited in color and design possibilities. Any color, combination of colors, pattern or form that you can dream of, you can make in Krinklglas. And unlike glass or even aluminum, lightweight Krinklglas can be worked with conventional carpentry tools, and even simple hand tools! What does all this mean to you? An exciting new material you can use for: space dividers, case goods, cabinets, table and desk tops, lamps, skylights, windows, church windows, store fronts, signs and dramatic entranceways — and so on, ad infinitum.

Krinklglas is new and open to original design, architectural and industrial applications. Think what you can do with a workable, lightweight, virtually unbreakable material that looks like the most beautiful textural glass but — without the hazards of glass.

Create it.

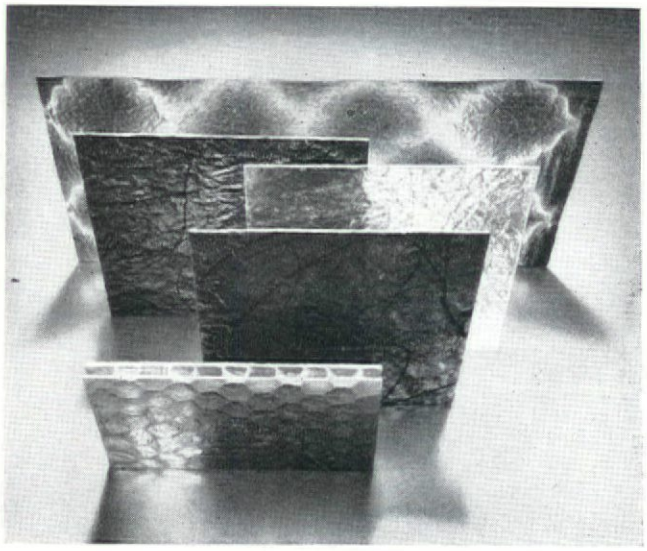
We can make it for you.

This is Krinklglas:

Krinklglas is translucent. Density range from colorless to opaque.

Krinklglas can be formed into any shape (for bubble skylights, convex windows, etc.).

Krinklglas is lightweight (easy to deliver and install).



Textured surface, for dramatic light refractio or smooth surface or any surface.

Permanent color. Will not fade.

Thickness: ⅛"—3/16"—¼". Size: 4′ x 8′ and 4′ x 10′ shee (Larger sizes or thickness on request.)

Invent your own rainbow, or start with our standard 54 colors and 21 multi-hued combinations.

Sandwich—curtain wall hollow-core panels.

Any pattern or picture can be incorporated into Krinklglas—permanently.

Krinklglas is rigid or flexible.

Write or call us today for a full color brochure. We offer consultation or estimates, without obligation, on any proposed application.
All of the decorative structural plastics for the new Statler Hilton, Hotel at Miami Beach are provided by Dimensional Plastics Corp.

Dimensional Plastics Corp.

1065 E. 26th Street, Hialeah, Fla. 33013. (305) 691-5961.

Circle No. 54 on product card facing P. 166

Circle No. 55 on product card facing P. 166

BRODY CHAIRS...*designed for variety*



rody craftsmanship and design skill have fashioned the strength of etal . . . the warmth of wood . . . the comfort of foam rubber . . . nd, the richness of premier fabrics into a full line of graceful dining, fice and occasional chairs. The clean, fresh styling reflects a ntemporary accent in these wood and metal pieces that produces full-support seating with outstanding design appeal. Demanding locations across the country are utilizing the day-in day-out durability of Brody construction in a wide variety of installations. The remarkable range of designs makes them compatible with any decor, styling or cost consideration.

B. BRODY SEATING COMPANY • 5921 W. Dickens • Chicago, Illinois 60639

Brody*

May we send you brochures on contemporary, traditional and ultramodern wood office furniture?

jofco

DEPT. 610, JASPER, INDIANA

SHOWROOMS: Los Angeles, Raub & Robinson, 1608 East 15th Street • Fort Worth, L. H. McDaniel & Son, 420 So. Ballinger • New York, Jofco, 16 E. 53rd, Chicago, Jofco, 1109 Merchandise Mart.



Circle No. 56 on product card facing P. 166

Circle No. 57 on product card facing

THE LADY'S SET ON MET

The In-Group performs Carousel tonight, and Lady Fairly announces she can't bear the stock park bench...insists on a Metropolitan #15T7AA sofa. Protests fall on unheeding ears. Our finical thespian refuses to park on a lesser prop.

The lines of this captivating seven-footer (the sofa) speak eloquently for themselves. And they are charmingly chorused by a troupe of complementary sectionals, settees, and chairs, billed as Contract Group K.

Fresh bookings for your contract act abound in the 1967 catalog of Metropolitan classics. Direct your letterhead request to Metropolitan Furniture Corp., 952 Linden Ave., South San Francisco, California 94080.

METROPOLITAN
IMPORTED FROM SAN FRANCISCO

owrooms: San Francisco, 700 Sansome; Los Angeles, 144 North Robertson; Dallas, 500 Decorative Center; Chicago, 621 Merchandise Mart; New York, 232 E. 59th St.; Paris, Poin Care 9495; Seattle, 1703 East Olive Way

OTOGRAPHED AT CIRCLE STAR THEATRE, SAN CARLOS, CALIFORNIA

Kirsch's new, snap-on Accordia-fold pleating system holds even limpest materials erect and trim.





Accordia-fold pleating system is particularly ideal for contemporary interiors. Drapery folds stay crisply vertical. When drawn back, they stack into half the space needed for pinch-pleated draperies. Accordia-fold headings snap on and off, always stand erect and look the same inside or out. From either view, new Kirsch Accordia-fold accentuates the decorative, architectural values of large window areas. Of small ones, too.

The anatomy of Accordia-fold

Accordia-fold is a new pleating system that utilizes a special Nylon snap tape in conjunction with snap carriers in a dual-channeled Compact Architrac® rod. Draperies simply snap on the carriers. No hooks. No pins. No fuss. Pleats stand erect in single-fold, front and back headings, with no flat areas between the pleats and no bending or bunching.

Aluminum Compact Architrac is also slim and trim—just half an inch deep. It mounts flush to ceilings or inside cornices. Cords and pulleys are concealed in rear channel. Self-lubricating carriers travel in front channel. Accordia-fold helps make professional window decorating *look* fessional.

For your Accordia-fold catalog, call Kirsch branch or write Kirsch Com Dept. T-1067, Sturgis, Michigan

Kirsch
DRAPERY HARDWARE

For windows people care a

Circle No. 58 on product card facing P. 166

CONT

New quiet strength with **flair**...from Lyon!

Revolution in Steel

■ Nothing here is borrowed from the past! Veteran perfectionists in steel equipment set out to please you. And they made this new office furniture so dramatically different, you'll have to see, hear and feel it to believe it!

Lyon engineers designed the desk top as the main structural member from which all other parts stem. They used two layers of steel, ribbed the lower half for extra strength. Gave the back panels double walls. Made the pedestals continuously welded structures which gird the front opening. Then soundproofed both with honeycomb filler. They made our exclusive "lock-in-top" feature control *all* drawers, providing at the same time for interchangeability of pedestals.

Lyon elegance is many things. It's careful sculpturing that looks less massive, adds leg room. It's double walled



drawers with vinyl glides and rubber bumpers for added serenity. It's a choice of 9 lustrous 100% acrylic finishes that will last with the furniture.

Ask your Lyon office furniture dealer to demonstrate the "unprecedented 7*" Lyon advantages. Be pleasantly surprised by attractive Lyon prices!

*Patents Pending

LYON OFFICE FURNITURE

Showrooms: New York, Chicago, Los Angeles

LYON METAL PRODUCTS, INC.
1032 Monroe Avenue, Aurora, Illinois 60507

☐ Send my free copy of your full color brochure
☐ I'd like the name of my nearest dealer

Name _____

Address _____

City _____ State _____ Zip _____

Circle No. 59 on product card facing P. 166



Quaker Fabric Corp. stepped into the 21st Century to create the Astro Group. They're marvelously modern tweeds of Celanese Acetate blended with rayon and nylon. And they give upholstery vibrant colors. Sensuous texture. Rich beauty. Colors range from bold blue to unbashful beige. And not a ho-hum, hum-drum fabric in the lot. Contact Quaker Fabric Corp., 205 Lexington Avenue, New York, N. Y. or in Los Angeles, Chicago, Dallas and High Point. Available through upholstery jobbers in your area.

Celanese® Acetate

Add a fiber from Celanese and good things get better.

Celanese®

Circle No. 60 on product card facing P. 166

CONT



ne of a long parade of Philadelphia -stock contract carpet winners

se lines are specifically engineered for specific jobs. They cover ad spectrum of color, styling, construction details and pricing. ch is right for you? Our specialized contract counseling will you the correct and unbiased answer.

"VICTRESS" (shown) is the answer for large, heavy traffic, high ge risk areas with strict budget limitations. Its tight A. C. E. nuous filament nylon pile stands up to years of rugged abuse, s exceptionally easy to maintain. Its 9 highly textured multi- combinations give a warm, friendly glow to otherwise dull it is bouncy underfoot, yet doesn't slow up novement. "VICTRESS" is available with lensity foam or Jute secondary backing.

A.C.E. NYLON BY Allied Chemical

Send for Free Swatch and Information

PHILADELPHIA Carpet Company
Contract Division
P.O. Box 2225, Philadelphia, Pa. 19103
Please send "Victress" A.C.E. Nylon swatch, and information to:

NAME _____
ORGANIZATION _____
TITLE _____
ADDRESS _____
CITY, STATE, ZIP _____

In contract carpets, the choice is PHILADELPHIA Carpet Company

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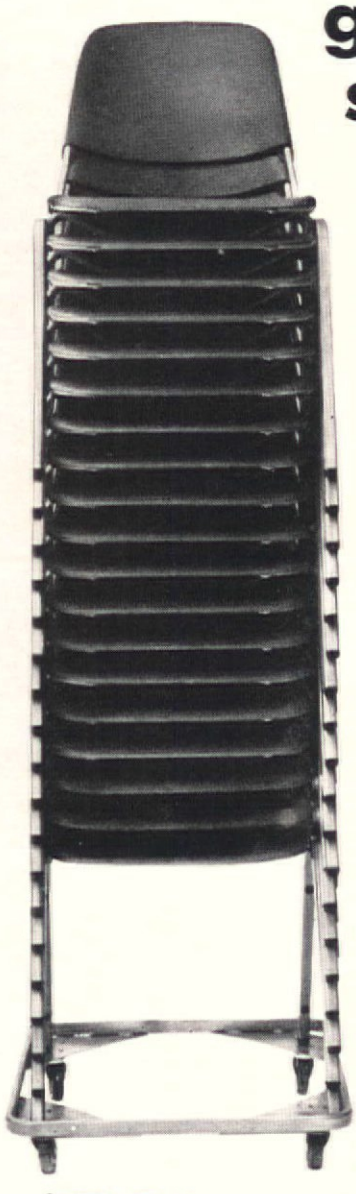
General Offices: Cartersville, Ga. 30120 • Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas. Crawford & Thompson in Atlanta, High Point, No. St. Petersburg

Samsonite introduces



the #6100 look.

Now look close at today's greatest value in stacking chairs.



- **The #6100 is designed with clean simple lines. With an elegance all its own.**
- **Reduces maintenance cost to almost nothing.**
- **Constructed with the strongest welded tubular steel legs.**
- **Fitted with unique tiering clamps to keep seat rows in line.**
- **Formed with lightweight molded plastic for seat and back contoured comfort.**
- **Supported with solid ½" steel rods for extra strength and firmness.**

Look closer at the #6100. It's the look that has given stacking chairs a new image. A greater value. The #6100 stacks higher than ever. 16 high in 6' 8". Handles easier. Reduces maintenance cost to almost nothing. And its fine lines give it the distinction of permanent furniture.

The welded tubular steel legs are specially treated to resist rust. Finished in chip-resistant baked enamel. The contoured seat and back come in Black, Blue, Red and Pearl White. Plastic glides are attached to protect the floor. Dimensions: Height, 31⅛". Width, 20¾". Depth, 21⅛".

For price and delivery information, see your Yellow Pages under "Chairs". Or send for free catalog to our address below.

Find It Fast In The Yellow Pages

Samsonite® #6100

Samsonite Corporation, Institutional Seating Division. Dept. 107. Denver, Colorado 80217

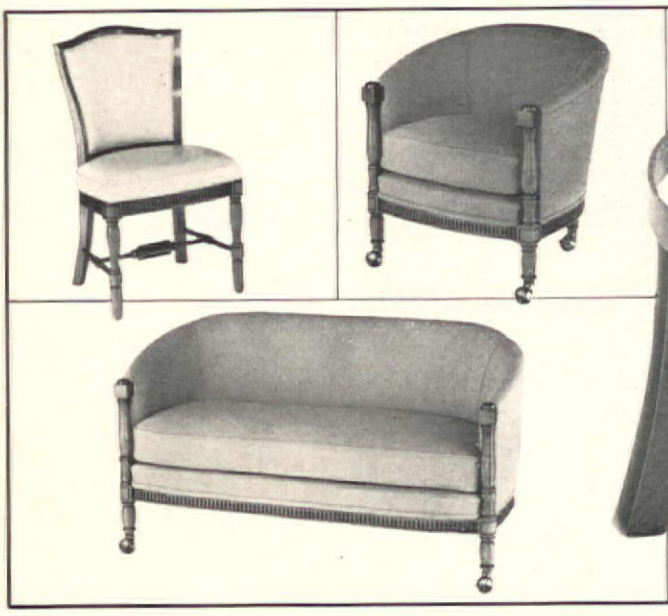
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We Look at the World in a Sitting Position

Because we care. That's our business. Good seating, tastefully designed, ruggedly built with careful attention to every detail. Isn't this the prerequisite of your own seating requirements?

We've been in this business of building fine chairs for fifty-five years. It's a highly specialized business and we have a bank of experience and know-how ready to serve you. You can call on Charlotte for those very special seating touches . . . no matter how unusual.





charlotte chair company

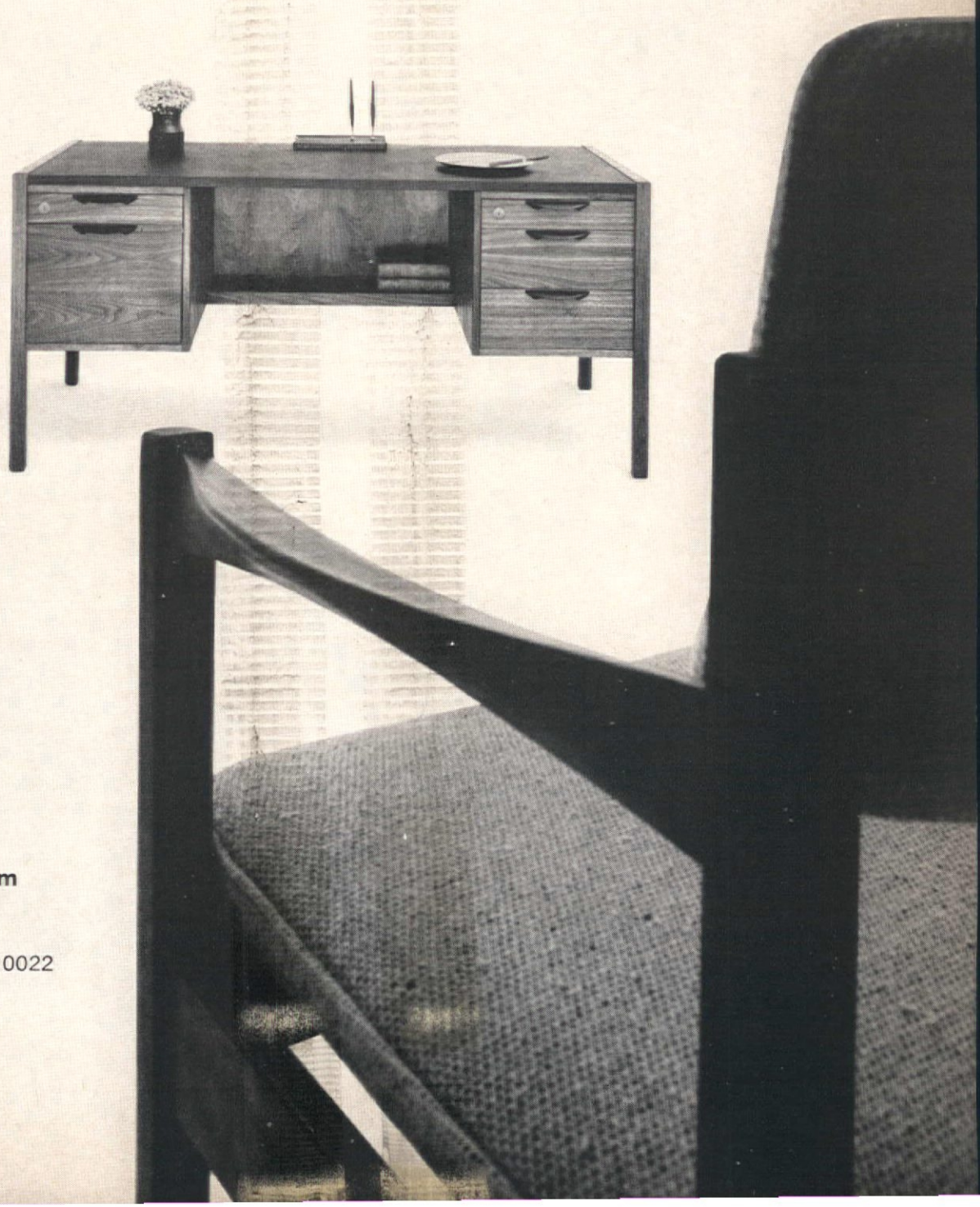
CHARLOTTE, MICHIGAN

Circle No. 63 on product card facing P. 166

Circle No. 64 on product card facing P.

GROUP SEVEN: a no-nonsense collection of rich walnut desks, cabinets and chairs in various sizes with numerous optional components; making for an exceptionally functional, enduringly handsome and remarkably versatile contract group. The flexibility of GROUP SEVEN always allows the executive to express individuality within the design scheme. To further enhance any room, there are nearly 300 exclusive Risom fabrics, vinyls and leathers to choose from. So, before planning an interior consider Risom first. GROUP SEVEN brochure is available upon request to Dept. ID-8.

the answer is Risom



Risom

Jens Risom Design Inc.

444 Madison Ave., N.Y.C. 10022

Also:
Atlanta
Chicago
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Hospital restaurant an operational success ...with "furniture that cares for itself" by Molla.

The breezy look of rattan. The near-indestructible toughness of metal. That's Molla's Line 9.

Arm chairs. Side chairs. Stools . . . All distinguishable for their outstanding comfort. The attractiveness of their wide range of colorful finishes. Equally important: The care-free ease with which they're kept hospital-clean, inviting, fresh.

You can specify it with confidence.

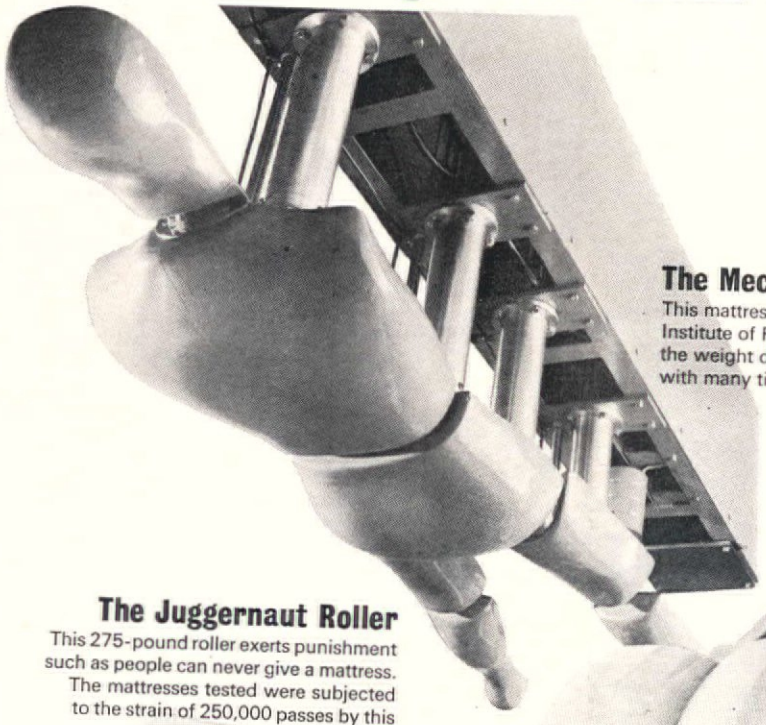
molla
FURNITURE

Write for further information.
Molla Contract Co., D&D Bldg., 979 Third Ave., New York, N.Y. 10022

**Hospitality Shop, Overlook Hospital, Summit, N.J.
Created by Designs Unlimited.
Photo by The Brooks Studio, Boston.**

These monsters torture mattresses.

Only Koolfoam® genuine latex foam can take it.



The Mechanical Man
This mattress testing machine in Dayco's Institute of Rest is no sleeping beauty. It simulates the weight distribution of a sleeping person, but with many times the compression force.

The Juggernaut Roller
This 275-pound roller exerts punishment such as people can never give a mattress. The mattresses tested were subjected to the strain of 250,000 passes by this infernal machine.



The Rocking Butt
It might look funny, but it doesn't kid around when it comes to testing the ability of a mattress to withstand local pressure. The Rocking Butt exerts the twisting and turning pressure of sitting, as in hospital, hotel, and dormitory use.

Doctors maintain that no more than 1 degree of spine deflection is conducive to proper sleeping posture. In the laboratories of Dayco's Institute of Rest, technicians test different types of mattresses to see if they can retain this correct support under extreme conditions.

The Mechanical Man, the Rocking Butt, and the Juggernaut Roller were designed to detect mattress' weaknesses. And three popular types of mattresses were tested: inner spring, polyurethane and Koolfoam latex foam.

After the testing machines had done their worst in identical test cycles on each mattress, the facts were clear. Only Koolfoam retained less than one degree of deflection.

It is testing equipment such as this that keeps Dayco's Koolfoam a leader in the latex foam industry. Other tests check out absence of odor, coolness, breathability of cell structure and purity. (Koolfoam mattresses have the protection of exclusive *Sanitaire* antibacterial compound.)

Air-conditioned®. Comfortable. Non-allergenic. Odor-proof. Bacteria-proof. Easy to handle. The qualities of latex Koolfoam go on and on.

And consumers are becoming more and more aware of these advantages.

It's to your profit advantage to specify mattresses with Koolfoam cores. They offer the finest support to your customers. And to your sales.

Koolfoam®
DAYCO CORPORATION
FOAM PRODUCTS DIVISION
WAYNESVILLE, N.C.; HAWTHORNE, CALIF.

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Circle No. 66 on product card facing P. 166

. 65 on product card facing P. 166

You can carpet offices without worrying about butterfingered secretaries like Suzie Lamm.



Since when? Since Herculon.®

If you know Suzie like we know Suzie, you'll realize that offices require special carpet. Carpet that finds gum, make-up, cigarette butts, ashes, mayonnaise, typewriter ribbons, coffee and all the other things that secretaries manage to spill on it most resistible.

In other words, carpet of HERCULON* olefin fiber. HERCULON is chemically inert and moisture resistant. So stains and soil stay right on top. And because it's the easiest of all fibers to clean, you'll cut way down on your professional cleaning bills.

And is HERCULON strong. It matches nylon and outperforms acrylics and wool in abrasion resistance.

You can save as much as $3 a square yard below similar type carpets. And you get a big choice of colors and patterns. From best carpet mills.

So think about carpet of H CULON. Better yet, get it. T the only worry you'll have Suzie is her slow shorthand.

For more information, si write, call or visit Fibers & Dept., Hercules Incorpora 380 Madison Avenue, N.Y.10017.OX7-0010.

*Hercules registered trademark. FT 67-31.

HERCU

Circle No. 67 on product card facing P. 166

Circle No. 68 on product card facin

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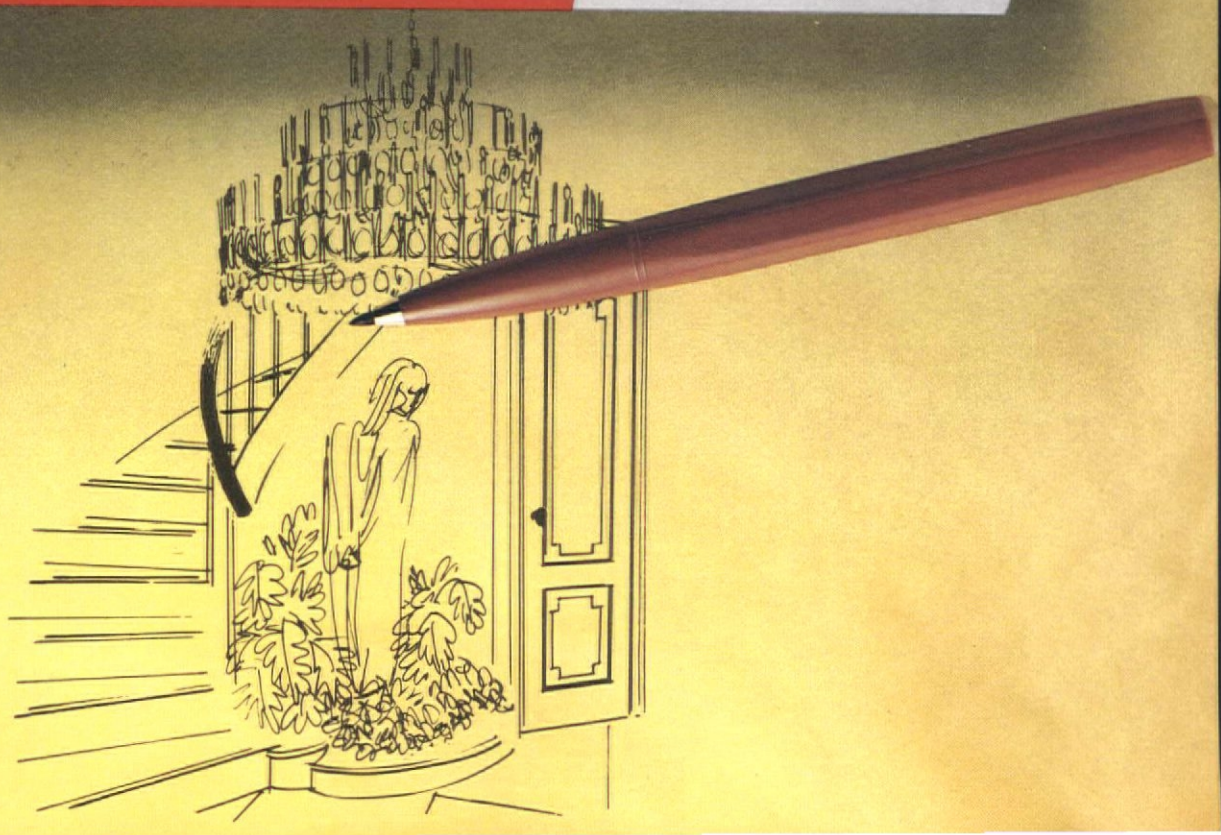
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Poly Bac

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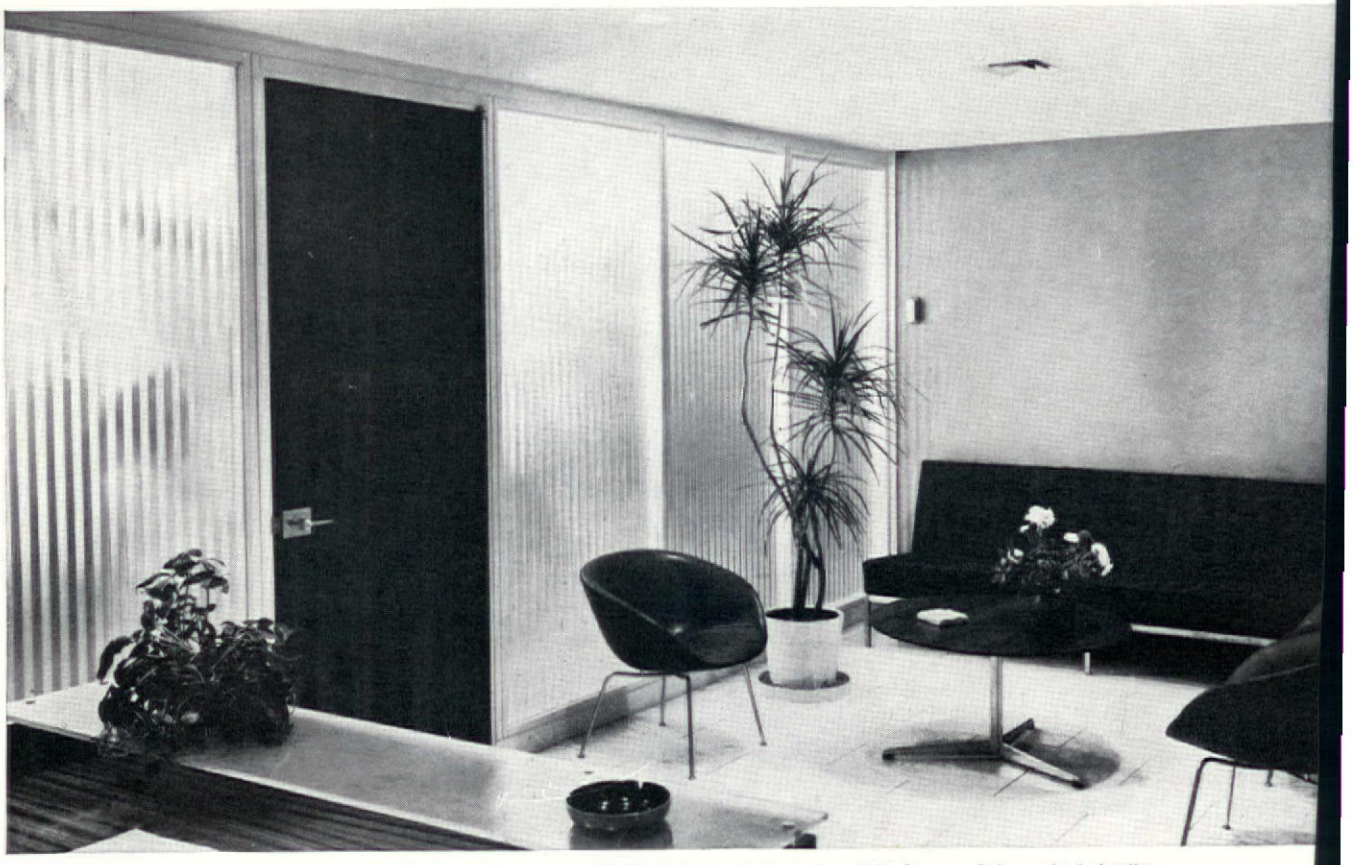
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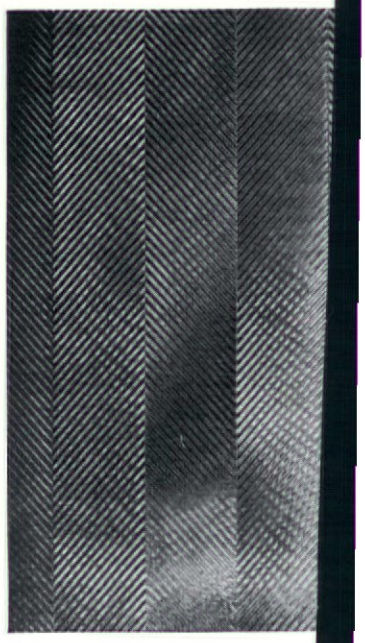
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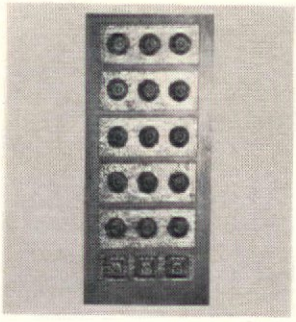
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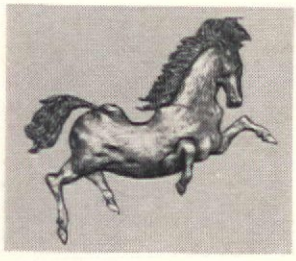
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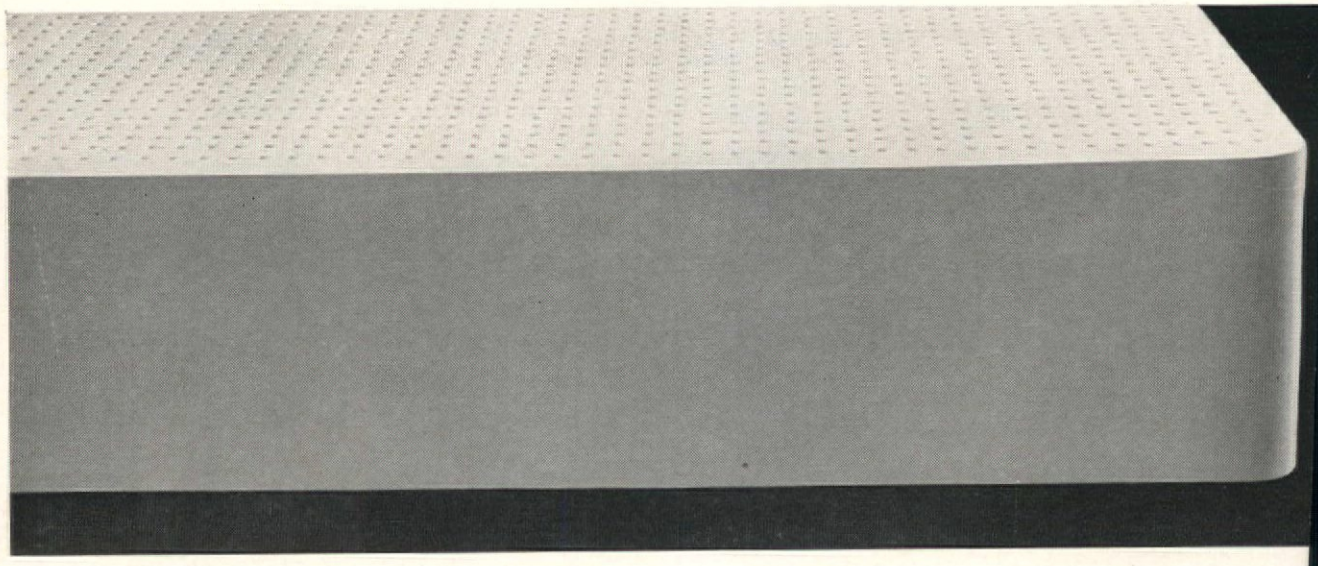
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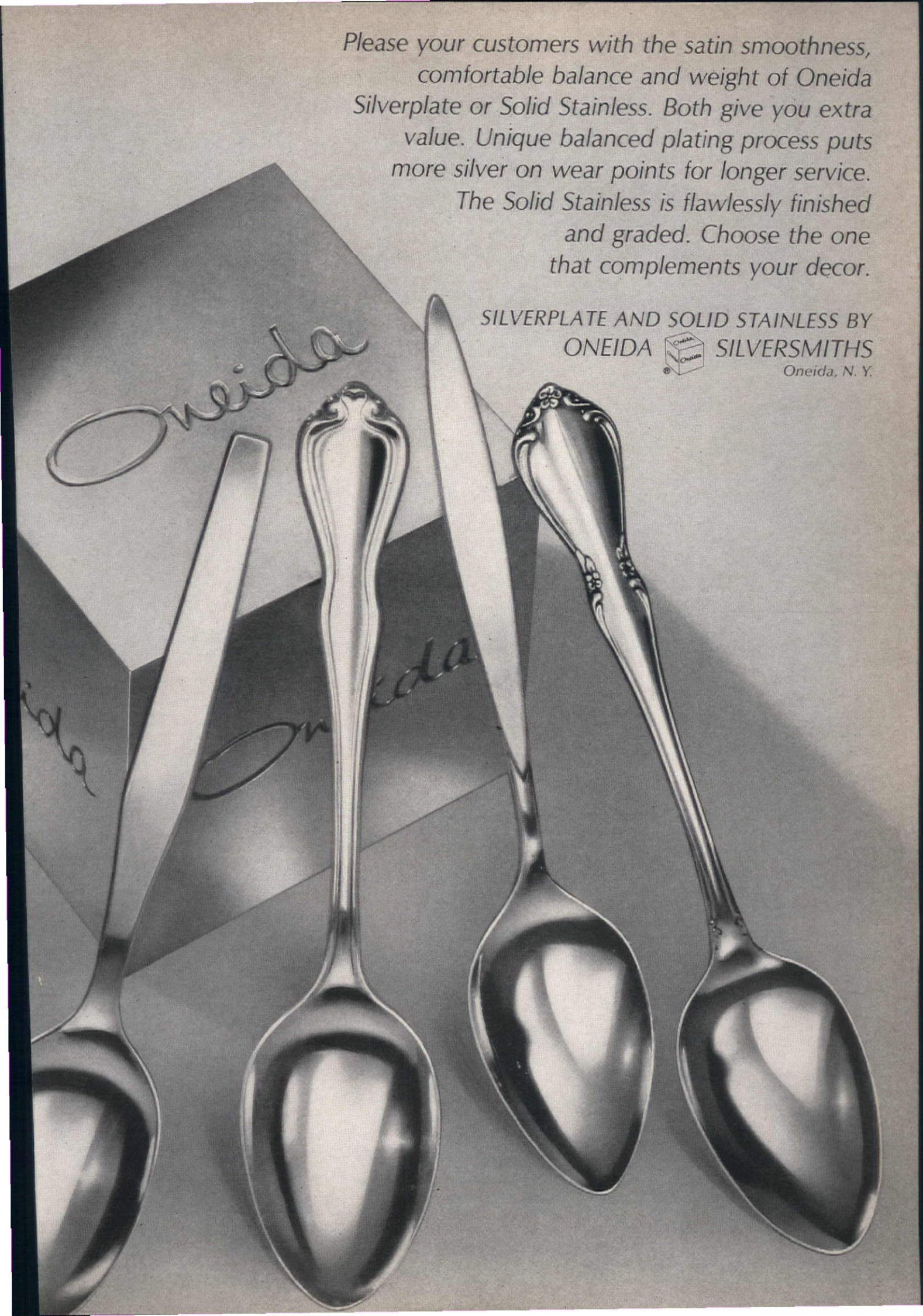
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Paul Hanson

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At the 1968 Rooms of Tomorrow

during the National Hotel & Motel Exposition see how

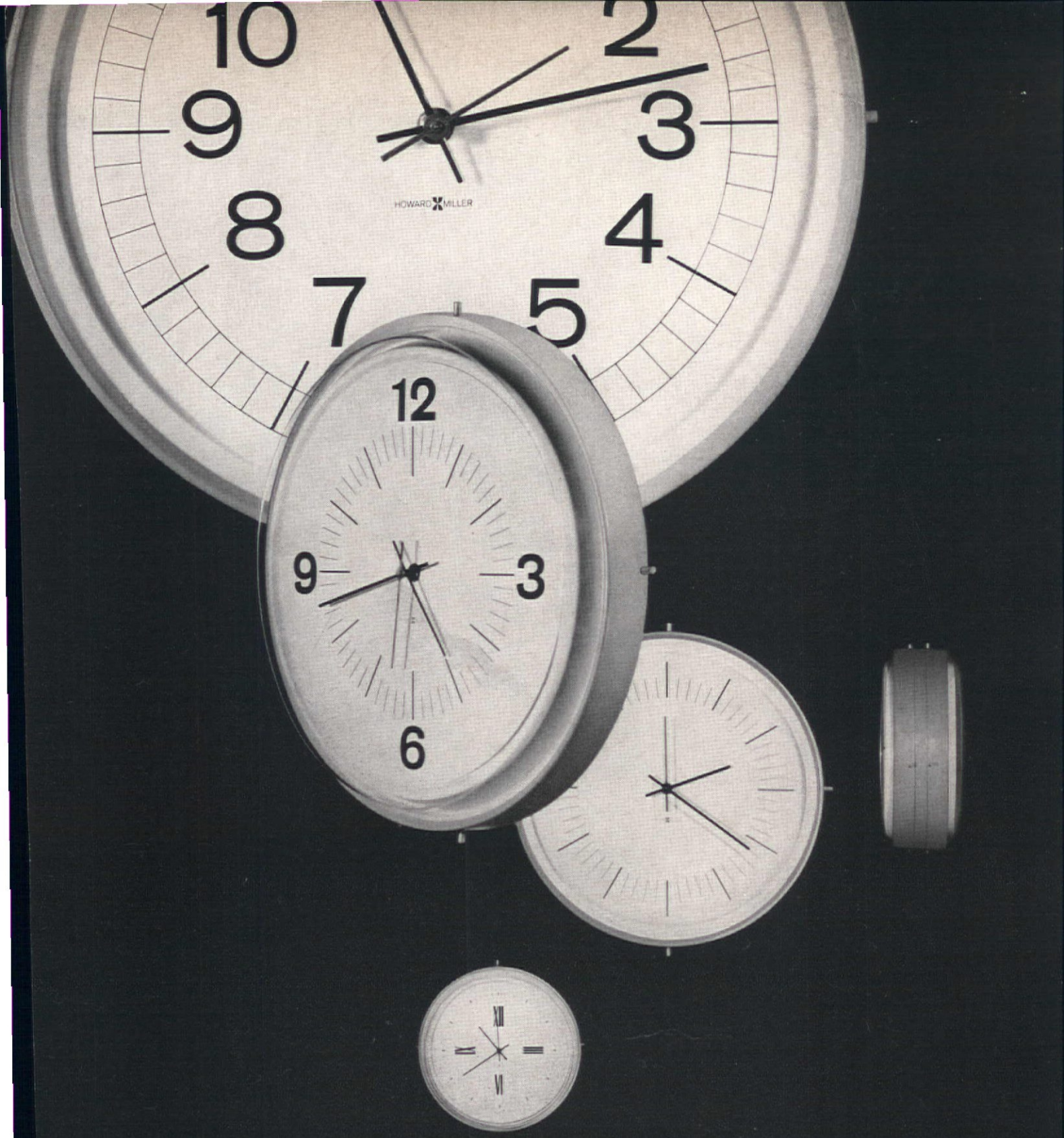
Cabin Crafts makes the carpet that makes the Rooms

Carpet & Rug Division
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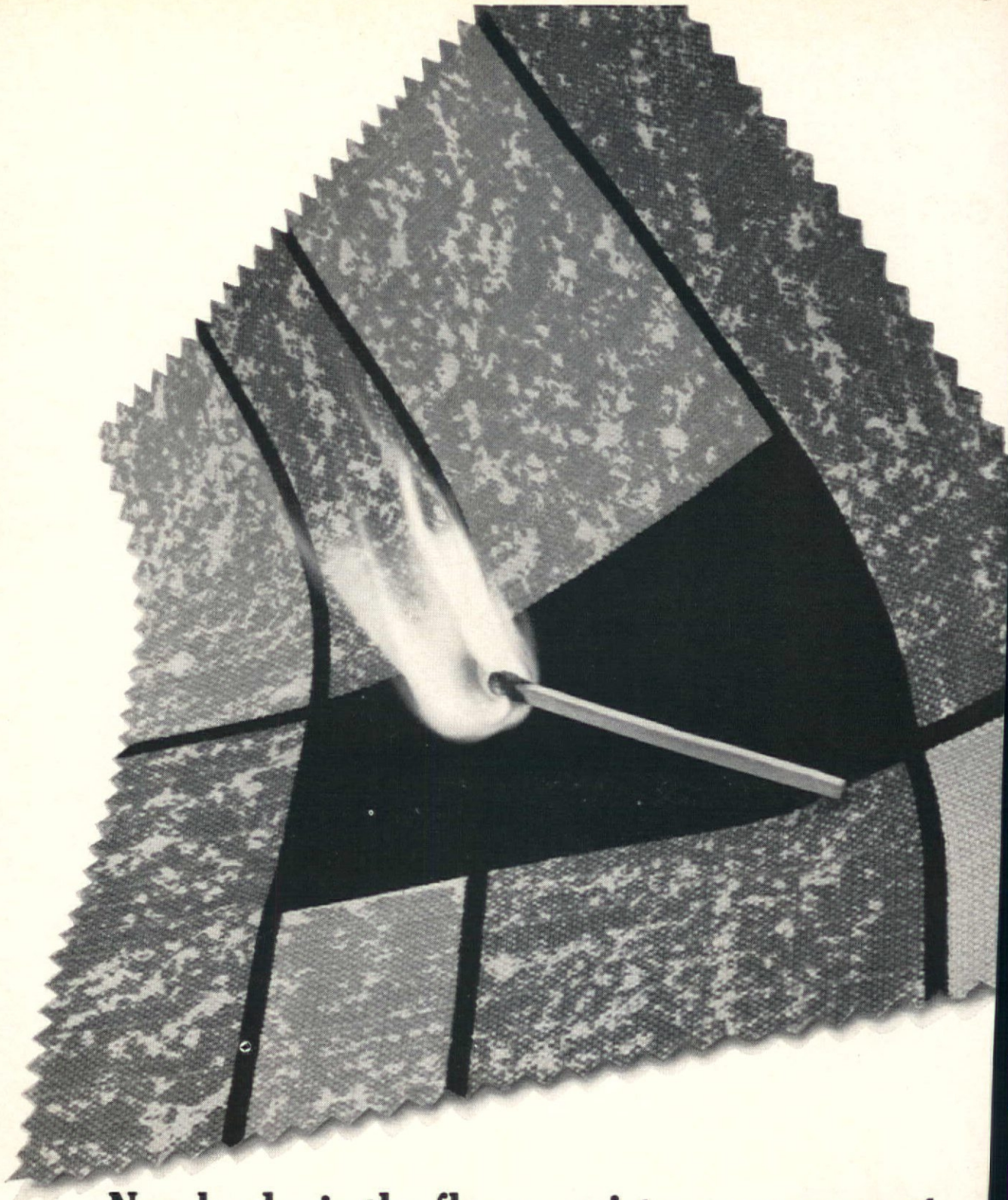
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Circle No. 82 on product card facing P.



TIME

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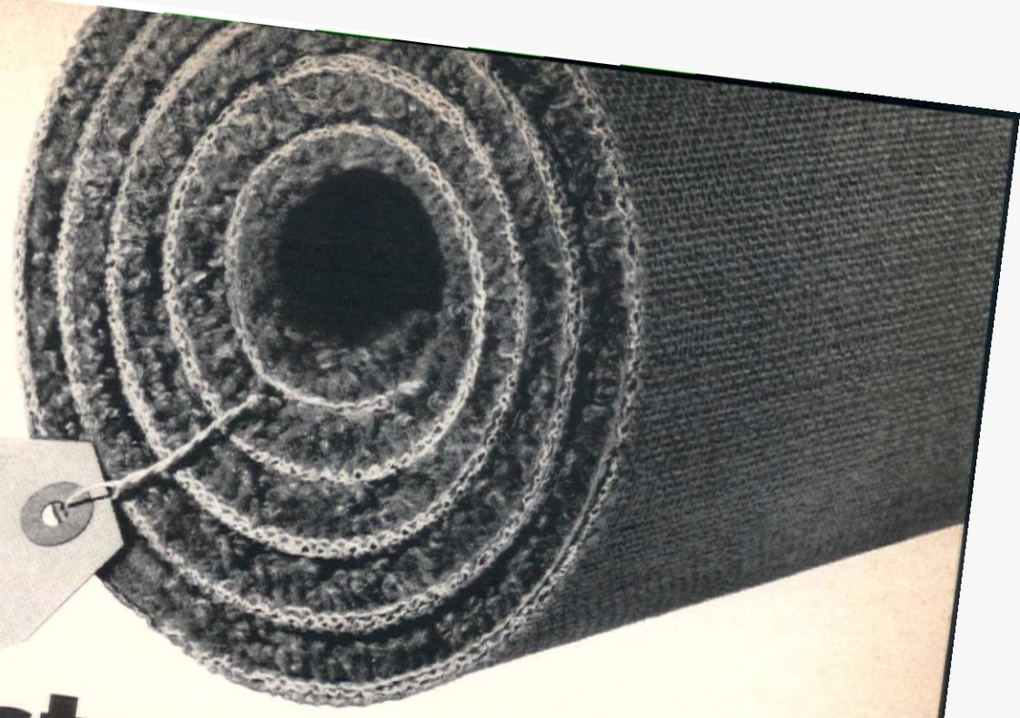
Richloom's new drapery fabric of Verel modacrylic, rayon and Rovana® saran performs as beautifully as it looks. Verel gives it lasting flame resistance. Resistance to sun deterioration, too. Plus luxurious feel, draping ease and shape retention. It's ideal for offices, schools and other public buildings. See "Macao" and a wide range of other decorative fabrics with Verel at Richloom Fabrics Corp., 255 Fifth Avenue, New York, N.Y.

Kodak Eastman Fiber

EASTMAN CHEMICAL PRODUCTS, INC., 260 MADISON AVENUE, NEW YORK, N.Y. 10016. Verel is the trademark for Eastman modacrylic fiber.

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*Based on a nationwide survey. Folder giving representative names and statements available on request.



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Circle No. 85 on product card facing P. 166

Circle No. 86 on product card facing



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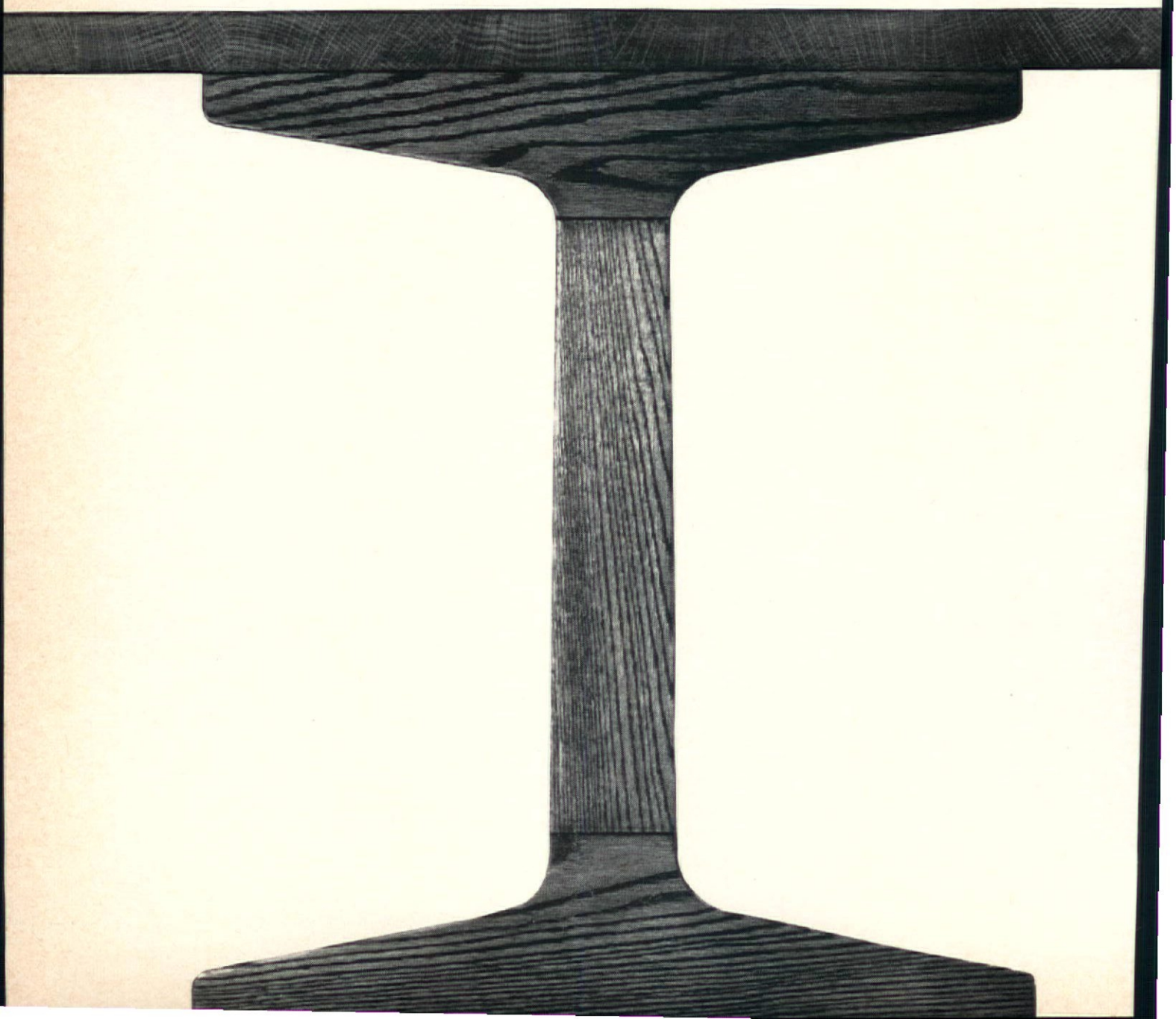
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HOTEL BONAVENTURE: ROOMS AT THE TOP



Place Bonaventure, Montreal's strikingly unique combination of hotel, merchandise mart, exhibition hall, shops, restaurants, convention hall, and theater, stepped into the limelight of existence and into inevitable controversy over its extraordinary design features.

By Lawrence Gralla

A naked light bulb adorns the pocket edition of *Understanding Media*, controversial book by Canadian communicator Marshall McLuhan, who uses electricity to illustrate his thesis that "the medium is the message."

Undoubtedly by coincidence, thousands of naked light bulbs shed their glare from the gray concrete walls of Place Bonaventure, Montreal's immense new merchandise mart and trade center. The building embodies design elements that will make it the subject of controversy among designers and architects for years to come —perhaps for as long as it takes the communications industry to decide whether Professor McLuhan is a prophet or a fraud.

Place Bonaventure, only 17 stories tall but covering six acres in the heart of Montreal's booming downtown, encloses 3.1 million square feet of space —enough for a 1,000 showroom merchandise mart, a 230,000-square-foot exhibition hall, a 55,000-square-foot furnishings display center, an international trade mart, convention hall, theater, seven restaurants, 100 shops, and much more.

Atop it all is the striking Hotel Bonaventure, a 401-room luxury hotel that takes maximum advantage of its unique location and that may give hotel designers much to think about.

Architect Raymond T. Affleck designed the building as a whole with computerlike efficiency for maximum use of available space, making just one departure: he utilized the five-acre rooftop space with a lavish hand to create a beautiful garden hotel.

Public areas and restaurants are at the center, gardens surround these areas, and all guestrooms are in a three-floor structure that surrounds the gardens on all sides. Four glass enclosed walkways connect the public area core with the colonnades of guestrooms on the periphery. The effective use of space, while far from maximum, is substantial.

Half of the guestrooms look outward on downtown Montreal. The other half face inward on the rooftop gardens. Many glass walls in the restaurants and other public areas face out on the gardens, and there are many accesses through which guests can step out and stroll in their private "outdoors"—complete with walkways, trees, plantings, waterfalls, small streams, and modern sculpture.

Concrete instead of gold leaf

The interior of the hotel also is strikingly different from the design of current luxury hotels, primarily because an early decision was made to avoid what Affleck and his colleagues call the "marble, rosewood, and gold leaf" school of design.

Instead, the predominant interior surface is concrete—just gray concrete —but used in a variety of forms, shapes, and textures, made dramatic by special lighting, and set off to advantage by intervening uses of wood,

metals, glass, and textured fabrics. A feeling of open outdoor space, with natural light playing on textured concrete surfaces, is the theme everywhere—even indoors, where outdoor light is permitted to come through skylights or other openings.

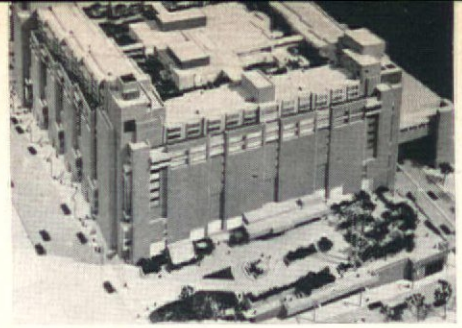
"Our aim was to create a unique experience for travelers," says Affleck, principal of Affleck, Desbarats, Dimakopoulos, Lebensold, Sise. "We felt that in today's world of rapid intercity and intercontinental air travel, a hotel could be something very special and could provide a 'sense of place' sharply different from the usual commercial type of environment found in office buildings, hotels, and transportation terminals in every corner of the world." Affleck feels that the corporate executives who will make up the bulk of Bonaventure's clientele have seen enough of "gold leaf and crystal" traditional opulence and, he says, "I don't think our society can produce elegance successfully now."

Although the gardens with their live trees and shrubs and much running water were expensive, Affleck says, the interior furnishings are aimed at surprise and drama, rather than obvious extravagance.

To carry forth this philosophy, and still come up with a functional design, Affleck called in a number of outside specialists in addition to many members of his own architectural and design staffs.

Most notable was Boston hotel designer Roland Wm. Jutras, who consulted on the preliminary design of guestrooms and other areas, and worked on layouts and color schemes. William Tabler of New York, a specialist in hotel architecture, and lighting specialist Bill Lam of Cambridge, Mass., also worked on the project. In addition Eva Vecsei, an architect on Affleck's staff, and Hanna De Koning, a Montreal designer, worked on the interior design. Mrs. Vecsei particularly has had an important role in developing interior design themes throughout the building, including the hotel, as the building has continued to develop.

All these designers contributed important work, but the most significant factor affecting the hotel interior was the decision to follow the "concrete surfaces" theme from the rest of the building. In carrying this forth, Affleck and his design team wrote al-









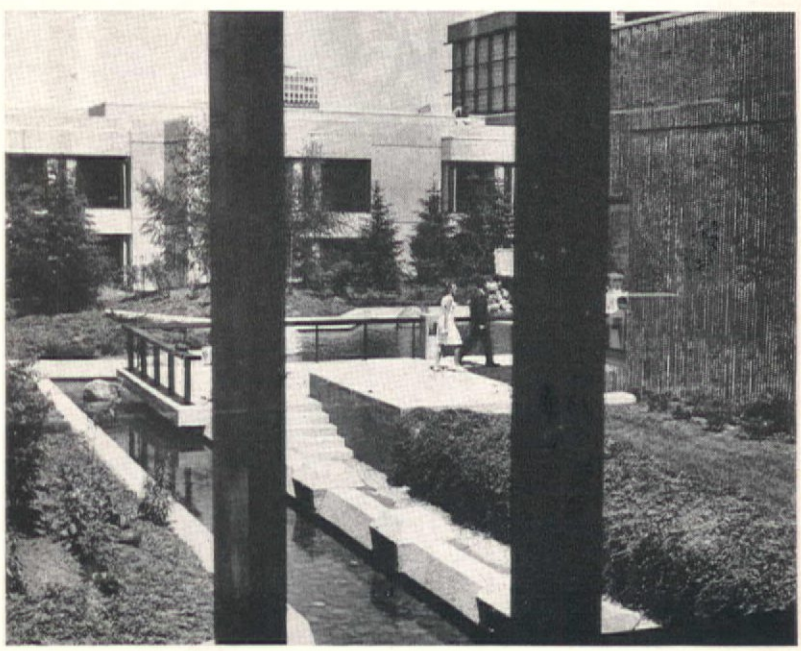


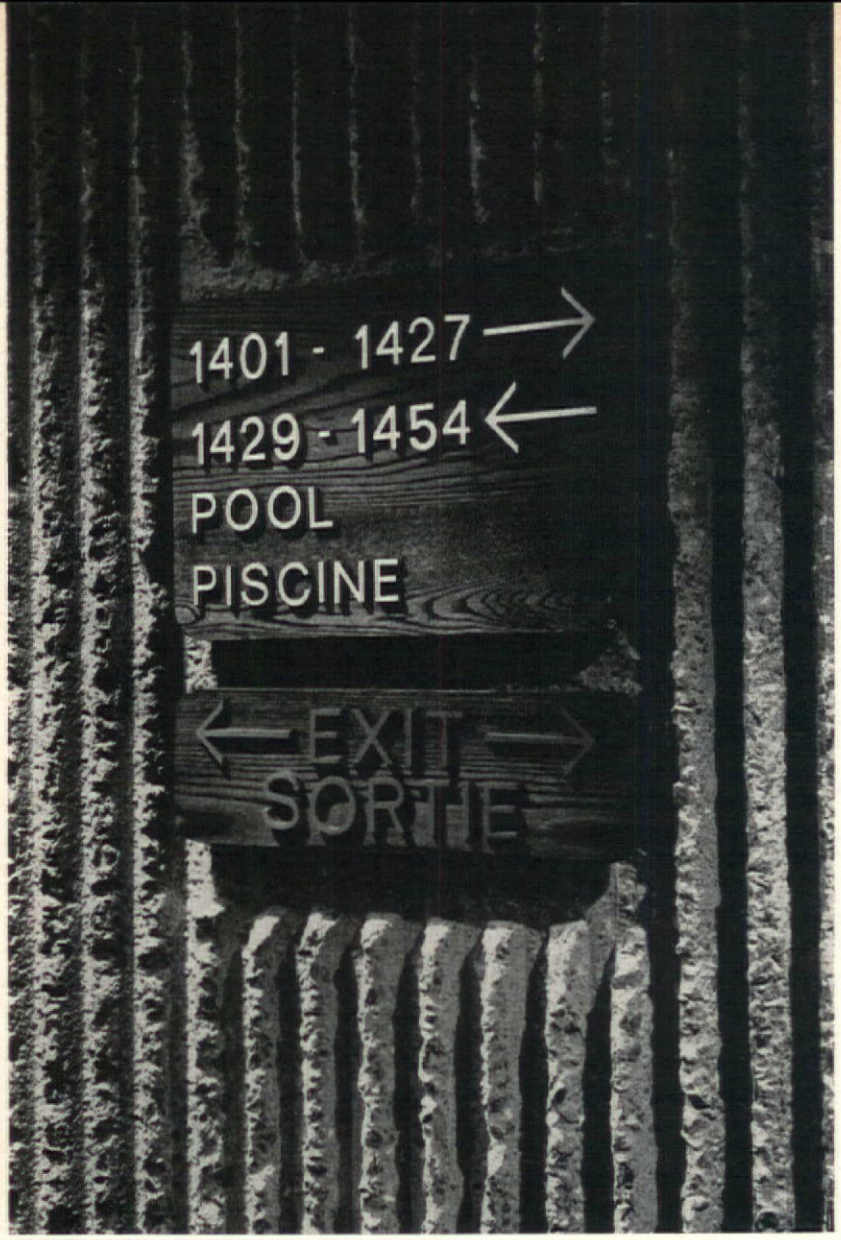


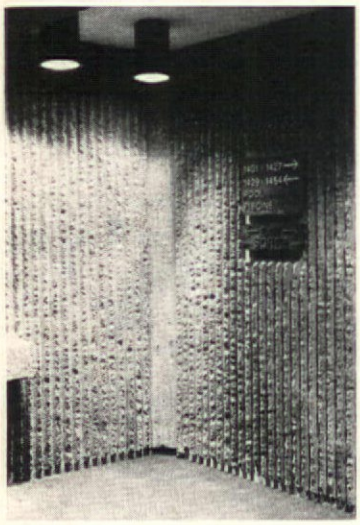


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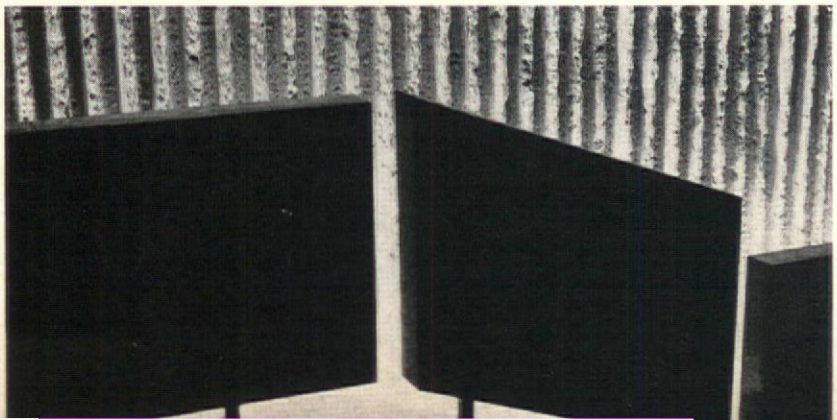
rrounding Montreal's huge merchandising mart d trade center building—Place Bonaventure—is a e-acre rooftop hotel and garden. Glass enclosed lkways connect the three-floor hotel that sur- nds the gardens on all four sides with the center e of restaurants and public areas. Running water, ks, trees, shrubs are blended together with var- s shapes and textures of concrete. Architect ymond T. Affleck designed the gardens to reflect ical Canadian topography. Creation of the garden nents, like the waterfall, was expensive but this balanced by an interior budget which avoided ld leaf and crystal elegance." Half the guest ms face the garden; the rest overlook downtown ntreal. Inside garden views were most demanded early occupants. The street level entrance to the el elevator greets guests with a striped canopy, the concrete walls and steps provide a taste of t's to come—a concrete building, outside and in.







Study the picture above closely. Which way is the pool? Which way is the exit? Unusual hotel design gets guests lost and confusing signs in two languages don't help much. But they do make excellent decorative elements on the concrete wall. Standard concrete in the corner of this corridor, left, is set off and made dramatic by special lighting, textures of carpet, wood and metal sign, concrete ashtray projection from wall at left. Concealed lighting behind sculptured wood bannister dramatizes hand-hammered concrete in this stairwell, below. Bannisters are implanted in concrete of same type, but different shape and finish.



most a whole new textbook on the use of concrete as a decorative interior surface. They formulated a custom aggregate of special composition and color. They used it in many forms and textures for ceilings, walls, dividers, and functional sculptures. Most important, they brought out its dramatic qualities with special lighting.

Drama through lighting

Much of the lighting emanates from hidden fixtures. But one type of open fixture, used very frequently as a decorative element, is a bracket with two old-fashioned exposed light bulbs shielded only by slightly tinted glass. As much as anything, these fixtures on the textured concrete walls give a dramatic and unexpected atmosphere to the hotel—especially because they are used most heavily in the entrance and public areas.

Of course there are many luxurious contrasts to this dramatic concrete background. All floors are carpeted in a high quality contemporary broadloom. Public area furniture is upholstered in a velvet fabric, and some of this same velvet fabric is used on occasional wall areas, as maximum contrast to the concrete. Much natural finished wood, satin finished metal, glass, and occasional painted surfaces set off the public areas and stairways from the concrete walls and background.

The guestrooms, dining rooms, and function rooms are very well designed but they depart from the concrete theme into more contemporary mood.

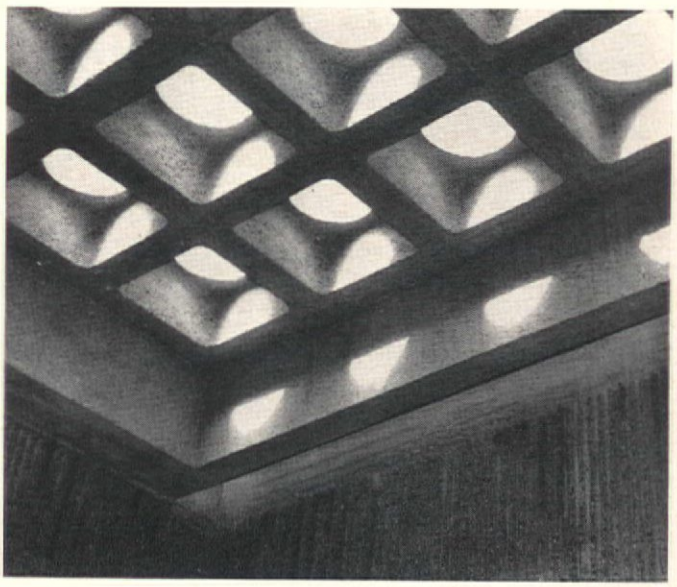
Guestrooms offer such luxury hotel features as color TV, electric blankets, individual air conditioning and heat control, and bathroom scales. The rooms are unusually large. Seven executive duplex suites are custom furnished in Mediterranean, French, Italian Provincial, or Colonial themes.

The three hotel restaurants are each more aggressively decorated, following various French and Canadian themes. Most ornate is Le Castillion, a chateau environment with wood-beamed, multi-vaulted ceiling, hand-carved chandeliers, and huge natural stone fireplace. The show bar and entertainment lounge function is offered by Portage, which follows the theme of a backwoods river crossing with rough wood and leather, and hand-carved wood relief maps. The coffee shop function is fulfilled by La Bour-



Escalators from hotel lobby lead down to banquet rooms, left. Natural light coming through skylight, combined with variety of concealed and open indoor lighting, plays over the varied concrete surfaces. Occasional wall sections, below, left, covered in velvet provide dramatic contrast to the concrete interior. Furniture has simple contemporary lines, to avoid clashing with the interior or calling attention to itself. Below, interesting grill-like concrete skylight provides more shapes and textures for this public area. Center of the lobby, bottom of the page, has seating scattered amid greenery, kept growing by natural light from skylights.











Dining booth, top, in La Bourgade restaurant, is decorated to the hilt, with concealed and visible lighting, old prints on raised plaques, and very well made restaurant furniture. Interior design of the restaurant, directly above, abandons the concrete theme and utilizes all the elements of modern restaurant design and material. La Bourgade, on the theme of a circular Indian trading post, is complete with circular coffee bar in center, circular booths and circular lighting fixtures.

a brightly lit modern restaurant decorated in an Indian trading post theme.

The public function areas also are ornately decorated, but within a budget. In the ballroom chandeliers for example, one strand of crystal is combined with each three strands o glass, to create a luxurious look economically.

A sense of adventure

The overall effect of the hotel interio measures up to the original goal tha it should be "different." Says Affleck "We wanted this sense of characte excitement, and adventure, so tha people would say, 'When we go Montreal we must stay at the Hot Bonaventure; there's nothing like anywhere.'"

Because of this unique design, the are some operating problems whi the hotel staff characterized "minor," but whose long-range effec remain to be seen. Room service a luggage, instead of going up and do elevators, must be wheeled throu long horizontal walkways, or oft must be bounced up and down sh flights of stairs between levels. Gue do not orient themselves quickly where they are and where other pa of the hotel are, because the lay of the core area, surrounded by g dens, surrounded by guestrooms, a interconnected by bridges, is so d ferent from other hotels. Some c fusion results. Hotel Manager War Anderson says this problem will solved through some improvement signs and directions, and that in ot respects the hotel is a very worka physical plant. The hotel is lea from the building and operated Western International Hotels, but chain had only a minimum voic its basic design.

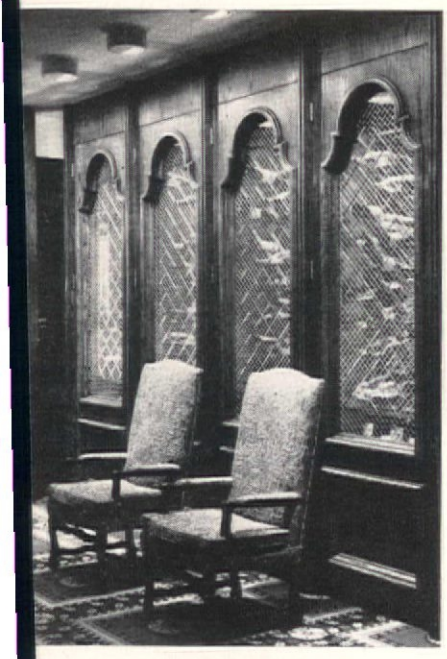
In the first few months sinc opened this spring, the hotel has erated near or at capacity—bu have all other Montreal hotels en ing the bounty of Expo '67 book Over the years, however, Hotel B venture will be considerably pendent on the business gene through the 14 floors of mercha marts, trade center, convention and other facilities in the buildin low it. There are other fine h in Montreal, and Place Bonave as a whole will have to be a sub tial success in order for the l hotel upstairs to be kept busy.

CONT





Facing the garden, duplex guest suite, far left, has contemporary furniture by Drexel. Standard two-bed guestroom, left, also faces garden.

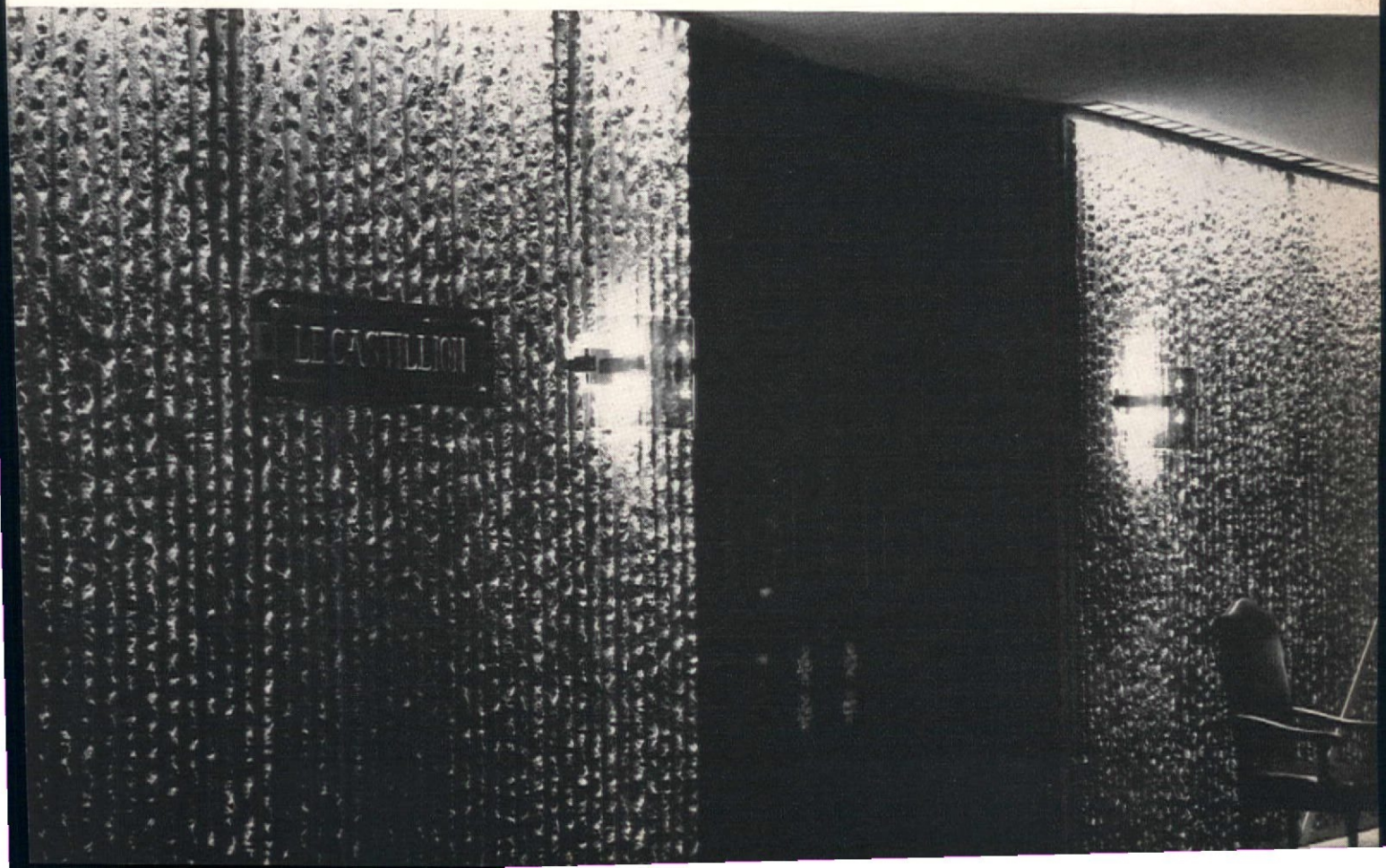






Interior of Le Castillion, left, the hotel's most elaborate restaurant, provides a lush contrast to stark concrete, giving traditional-minded guests the feeling of a luxury hotel. Above, Le Portage nightclub and showbar.

This view includes the main dining area of La Bourgade restaurant, above. Entrance to Le Castillion, below, maintains the concrete and open lightbulb theme. Only the paneled doors give a hint of the lush interior.





PLACE BONAVENTURE: MERCHANDISE MART

II

Second largest commercial building in world is urban planner's dream

Place Bonaventure, newest and largest building to come up out of the ground in Montreal's current commercial boom, is also its most significant and unusual.

It is significant because it ranks as the second largest commercial building in the world, and because its multiple functions fulfill the aims of urban planners everywhere. It is unusual because it confounds the modern glass-box skyscraper trend in big building design, yet results in one of the most functional buildings anywhere.

Place Bonaventure covers nearly all of its six-acre site, and its sheer walls rise out of the ground without setbacks. It is only 17 stories tall, but each individual floor stretches over a five-acre vista. A large proportion of the 3.1 million square feet of enclosed space is usable. Chicago's Merchandise Mart remains the world's largest commercial building, but Place Bonaventure ranks ahead of such giants as the Empire State and Pan Am buildings in New York, and Washington's Pentagon.

Functionally, the building will gladden the hearts of designers and urban planners everywhere. It has a subway station underground, and connected train station across the street. Near street level, it has a two-floor shopping concourse—with stores, service facilities and banks — interconnected underground to other downtown buildings. It also houses a giant exhibit hall, convention center, furniture and building products display center, one thousand showroom merchandise mart, international trade center, and the luxury Hotel Bonaventure described in the preceeding section.

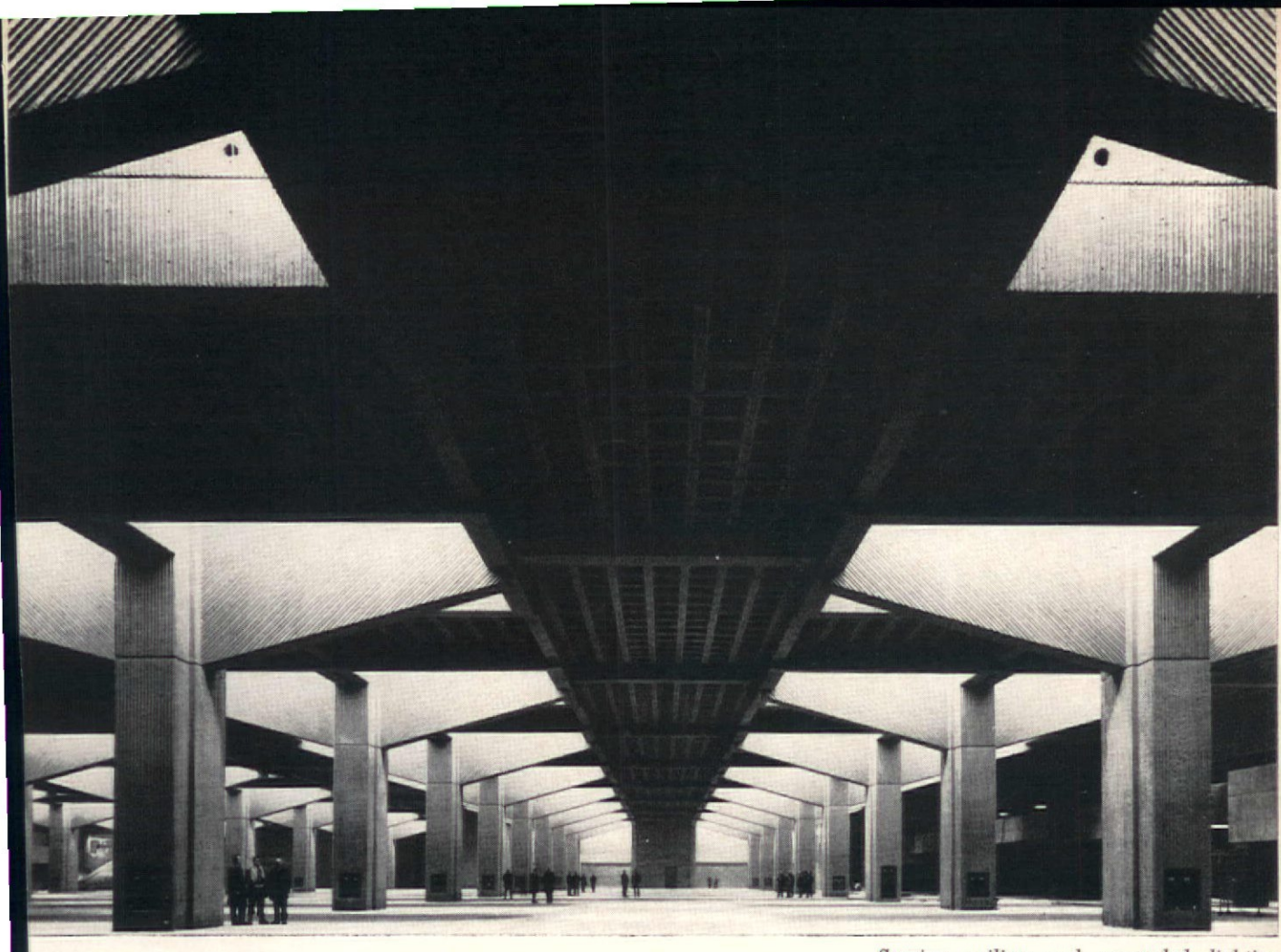
Esthetically, the building is apt to be more controversial; while a concrete exterior is unusual these days, the use of a concrete *interior* on such a grand scale is just about unique.

Responsible for this exciting building is the Montreal architectural f of Affleck, Desbarats, Dimakopou Lebensold, Sise. Credit for the ar tectural concept and efficient us space rests principally with par Raymond T. Affleck. Eva Vecsei architect on Affleck's staff, contrib to the creation of interior de themes through the building, inc ing the hotel.

The exterior of the building curtain wall of poured-in-place crete. Because the building is so that its interior can be consi "almost a city in itself," Affleck cided to use unfinished concrete faces, with interesting textures, fo interior walls—giving them the pearance of outside city streets.

In fact, the five-acre floors o merchandise mart are crisscross major corridors that are given like city streets, and the Mo post office will deliver mail to rooms on those floors by street

CONT



Soaring ceiling and concealed lighting provide a sense of vastness in Concordia Hall's 200,000-sq.-ft. exhibit area, on one level, one-sixth of which is shown here.

rs, just as though they were indi-ual outdoor street locations in the y.

ncrete— the right stuff?

en the architects presented to the elopers of the $75 million project ir idea for a concrete building in- and out, the owners were doubt- "We have concrete in our base-t. Are you sure this is the right f?" It was right, Mrs. Vecsei con-ls, but it took a lot of experimenta- to prove it.

he architects poured a number of erent test forms, each 8 by 8 feet, ying the kind of rocks and pebbles in each test, until they finally e Shawville aggregate. Mrs. Vecsei ribes this as a "warm, pinkish, nish, purplish mix, much warmer the usual black, white, and gray treal concrete. It gives a warm ."

hong the many textures in which this was applied in the building, most common is a vertical corrugated pattern, hand finished by mason's hammer to get a rougher effect and to bring out the colored stones in the aggregate. The use of a great deal of special lighting, to wash the concrete surfaces at close angles and highlight the many textures, also makes the use of concrete exciting.

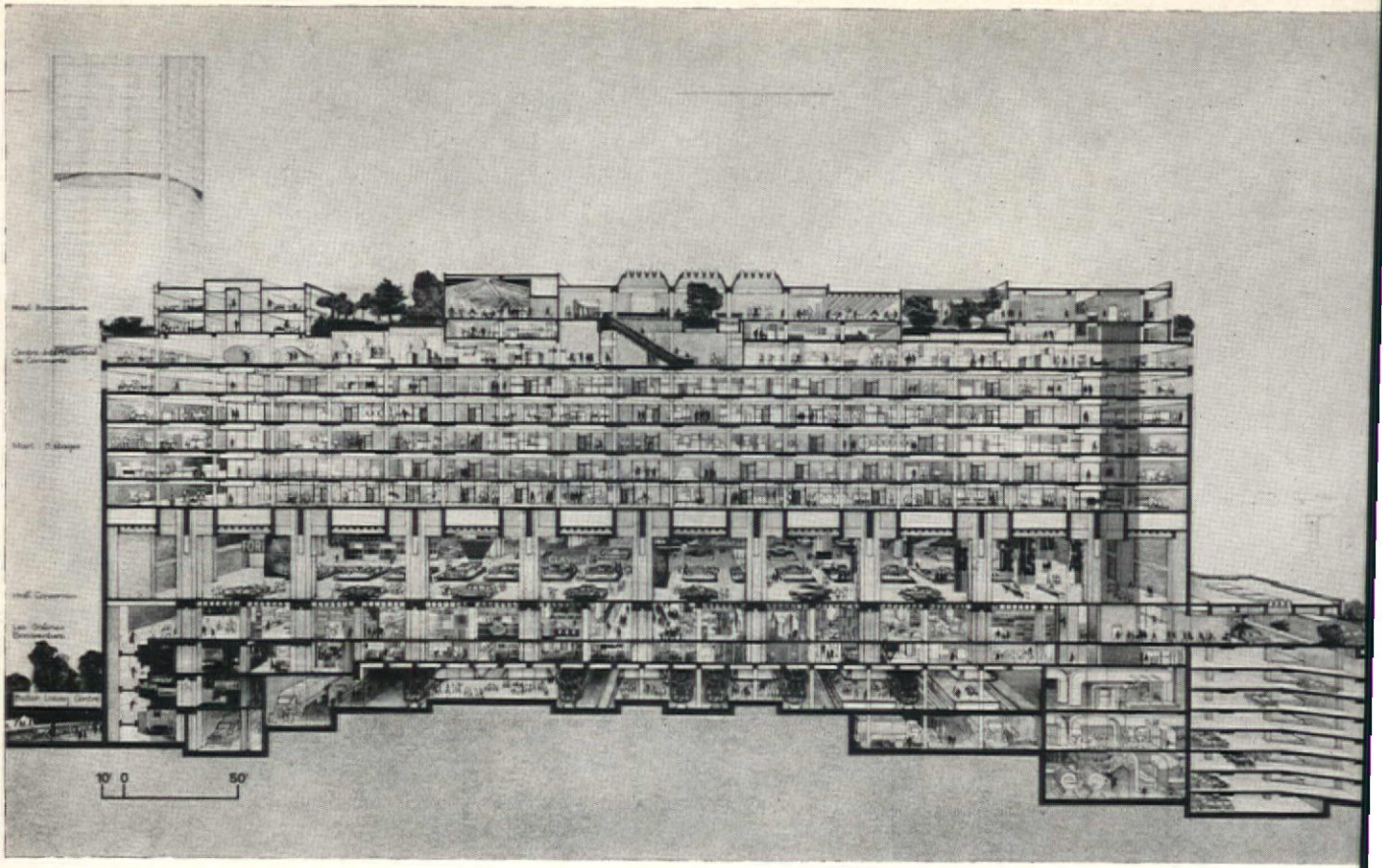
Although the sheer magnitude of the project may require some time for its goals to be fulfilled, there is every reason to believe that the void filled by Place Bonaventure will make it a focal point of Canadian trade and economy.

The merchandise mart

Although its population presently is approaching 20 million, Canada has no trade center or showroom building of any significant size. The merchandise mart is aiming for 1,200 tenants, primarily offering clothing, home furnishings, commercial interior furnishings, sporting goods, toys, and gifts. Each type of merchandise is represented on its own floor or own section of the floor.

The contract furnishings industry will be well represented. Among early tenants are leading Canadian contract furnishers such as Simpson's, T. Eaton Co., and Hudson's Bay Co., Canadian resources like Henderson Furniture, Princeville Furniture, and Harding Carpets, as well as Canadian subsidiaries of American firms like Amtico, Armstrong Cork, Celanese Corp., Collins & Aikman, Ozite Corp.

Filling a new one million square foot merchandise mart would be an ambitious undertaking anywhere; particularly so in Canada, which has a population only one-tenth the size of the U.S. but spread over a larger geographic area. In addition, this is the first large showroom building in the nation, and not all Canadian manufac-



Cutaway view of Place Bonaventure's interi

PLACE BONAVENTURE

turers are sold on the market building idea.

Nevertheless about 25 percent of the space was rented by mid-summer 1967, a few months after the building opened, and management hopes to have 80 percent rented by the fall of 1968. The building facilities themselves are excellent, the location is at the center of all forms of transportation, and management has scheduled a series of markets and other events, some of which tie in with events in the exhibition hall or elsewhere in the building. Finally the rental—about $6.00 per square foot per year—is attractive for a modern, fully promoted showroom building.

In other areas of the building the story is substantially the same—a need which is being filled with a large space, will take time to be fully utilized.

The Better Living Centre, for example, is devoted to vignette displays of home furnishings, commercial furnishings, and building products. It is similar in concept and operation to New York's Architects Samples building or the National Design Center. An equivalent space, 55,000 square feet, is taken on one of the upper floors of Place Bonaventure for the International Trade Centre, an area for showrooms, import-export offices and foreign trade consuls.

Much traffic ultimately will be drawn to the building by Concordia Hall, largest exhibit hall in Canada. It has more than 200,000 square feet on one floor, plus additional space on other levels. It can be used both for exhibits or for large open meetings, or can be divided for combinations of both.

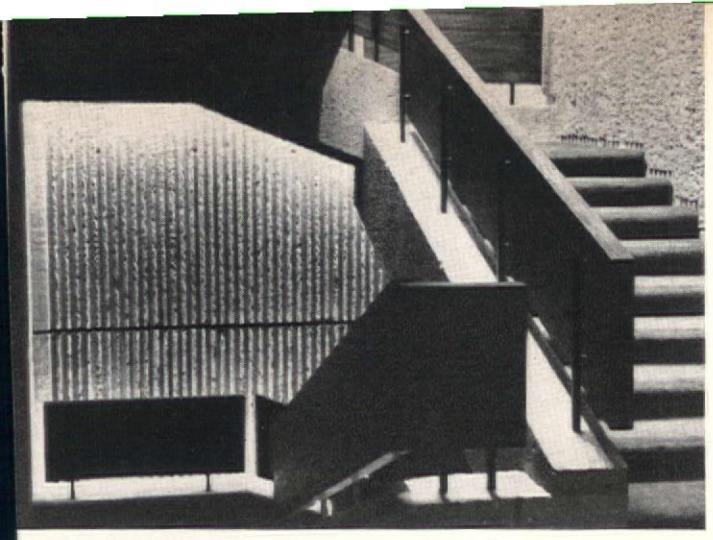
Among other facilities are an attached parking garage for 1,500 cars, main railroad station across the street, terminus of the new Montreal subway in the basement of Place Bonaventure, shopping arcade of more than 100 stores, banks, service establishments, and other facilities.

The combination of a giant exhibit hall in a major showroom building is in itself a commercial magnet unmatched elsewhere. Add to that the hotel, offices, shops, and convenient rail, transit, and auto transportation, and you have not only an outstanding building in Montreal, but a blueprint for the kind of building so badly needed by New York, Chicago, and other major American cities. Such a building in New York would attract more trade events than days on calendar, from the largest busin shows right on up to Presidential no inating conventions.

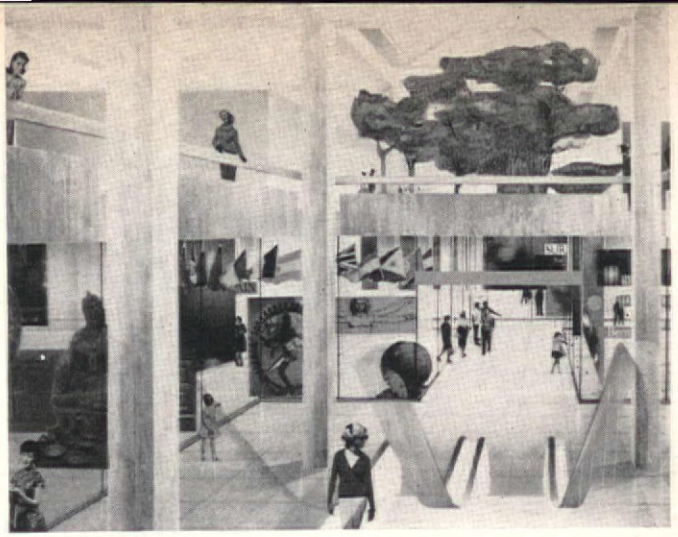
Blueprint for center cities

For that matter, all of downto Montreal could serve as a bluep for the kind of complete center revitalization that most major Am can city planning commissions h talked about for the past 20 years none have yet achieved. Within past eight years, the entire 200- center of modern downtown Montr at the focus of several major r roads, highways, and transporta arteries, has undergone a substa part of a complete reconstruc Seven major commercial or o buildings have risen in this area addition to many smaller ones. M treal's new subway system extend to it. A major super highway feed and out of it. Extensive new par facilities for cars, as well as com terminal facilities for trains and b handle a very heavy volume of t without tie-ups.

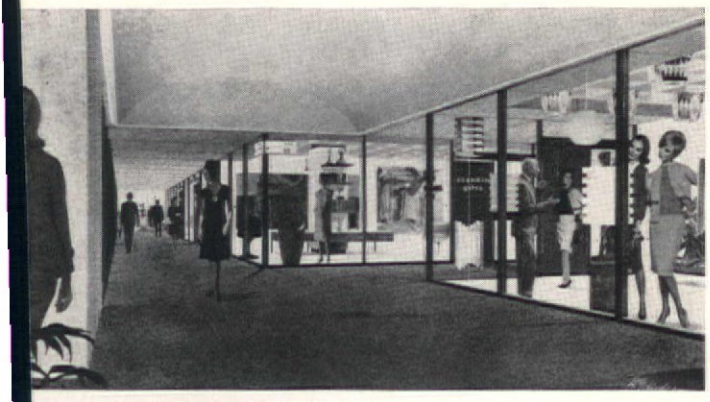
Most significantly, traffic flows around, and through this area number of levels. A series of i



Concealed lighting dramatizes concrete, wood.



Rendering of Trade Center's lobby.



lass walls add to feeling of spaciousness.



Indoor shopping concourse on the street level.

nnected underground arcades house ndreds of shops and many other es- blishments, and compete as a shop- g center with Montreal's major eet level retail areas.

The success of the first few major jects with substantial underground king and shopping has spurred ver projects to provide similar fa- ties, and all are connected with h other and with transportation.

Among the factors which made pos- e the downtown revitalization were drive to complete new facilities ore Expo '67, and a political reform vement that helped turn the city in rogressive direction.

nother important factor was the lability of air rights over major oads penetrating into the heart of ntown. The tracks into the center Montreal had long run in open cuts, offered prime opportunities for development of major commer- buildings over them. The first r building which set off the ntown boom, Place Ville Marie, built on such a site over the dian National tracks. Place Bon- ture also is built over a section N tracks, farther south.

two respects, Place Bonaventure is different from the other major new buildings in the area. First, it is a showroom building and trade center, rather than an office building. Second, it is startingly different in architecture.

Low, squat, and massive

All the other major new buildings in Montreal follow the standard design of modern American skyscrapers —high-rise buildings with open spaces at the ground level, rectilinear shapes, much metal and glass, and occasionally some polished stone.

Place Bonaventure is a complete contrast to this. It is low, squat, and massive, covering its entire six-acre site. It is irregularly shaped, having four unequal sides, and corners of four unequal angles. It is built on a sloping site and simply rises out of the existing ground slope, without any terracing to provide a platform for the building. It is surfaced in rough textured concrete, with a pattern of vertical striations, but without ornamentation.

While the use of so much concrete inside the building is enhanced by variety of texture and lighting, and offset with many accent materials, only a bit of this can be done with night lighting on the exterior. The Affleck staff contends that "not every new building must be designed as a matchbox standing on end in a park."

Certainly the functional advantages of the building cannot be disputed. Large floors in a relatively low building minimize the volume of "waste space" that skyscrapers must devote to many elevators, heavier structural members, and core facilities. Masonry walls, instead of glass, greatly reduce the heating and air conditioning loads. Large one-floor areas make for more effective use of space.

It is possible that Place Bonaventure may come to be considered an immense but undistinguished monolith, victim of a too functional design. Or, it may be an important new statement in urban architecture, and in the use of basic materials in exciting new ways. Only time will tell.

Meanwhile, there is no doubt that Place Bonaventure is functionally the kind of building other major cities badly need. And Montreal, developing the kind of center core planners everywhere want, is about to become "the first twentieth century city in North America." (**C**)



OFFICE PLANNING AND DESIGN—CHAPTER 1

By Michael Saphier

We present Chapter I of the book by Michael Saphier, to be published by McGraw-Hill next spring. Mr. Saphier, chairman of the board of Saphier, Lerner, Schindler, Inc., national space planning firm, has achieved a "first" in the contract field, since to the best of our knowledge, there is no other textbook for the student of commercial/institutional design. Mr. Saphier's book will cover the theory and practice of office planning, design, and furnishing. Its contents will range from planning the premises for a small company to the programming of huge single-occupancy buildings that comprise hundreds of thousands of square feet. There will be special chapters devoted to such subjects as lighting, fees, production control, plus a section that will serve as a guide to setting up the planning and design departments of a space planning/design firm. In addition to heading the country's largest space planning organization, with millions of square feet to its credit, Mr. Saphier is a member of the Education Committee of the National Society of Interior Designers; Council of Regents of St. Francis College, a member of the Building Committee of the Jewish Child Care Association. He is president of the American Child Guidance Foundation and on the Board of Trustees of the National Pollution Control Foundation, Inc.

Probing the problem—searching out all possible a proaches to an answer—is the challenge and the ward for the man who is a designer because he h no choice; he must be a designer!

It makes no difference how simple or complex t problem. The answer is good only if it is arriv at honestly. No clever shortcuts, no surface coatin can withstand the scrutiny of time or should wi stand one's own analytical self-criticism.

In office planning and design, whether the pr lem is concerned with placing five persons wh four now sit or with planning a building for f hundred employees, whether with the redesign o vice-president's office or with the design of the ecutive complex of a major industrial corporati the same questions must be asked. The extent of questioning, the details into which it delves may va but the purpose is the same: to understand as m as possible about the problem in order to make s that the answer is a valid one.

Section I: Understanding the Operational Aims

The information gathered in understanding the erational aims of the client serves several purpo of which two, of major importance, are of inte in this section. From these operational requirem you must be able, first, to translate the client's n into a tabulation of the amount of space neces to house his company, and second, to translate two dimensions of his ideal organizational chart the three dimensions of office space.

Since the solutions to these problems come f the answers to the questions that are asked, i vital not only that you ask the right questions also that you develop a sensitivity to the answ You must learn to judge whether each questio

eing answered objectively in the best interest of he client's company or whether it is subjectively ealt with for the self-aggrandizement of the ques- ioned.

Before starting the question-and-answer session ith management, there are some documents which, available, would be of help in the progress of the b. A list of these documents should be given to anagement in advance of the requirement-taking eeting so that, if possible, they can be made avail- le to you at the meeting. It would in fact be ise also to brief management in advance and in as uch detail as possible concerning the kind of ques- ns you will be asking.

One document that can be of great help is the *an* (or *plans*) of the space now being occupied by e client. The more detailed these plans are in their lineation of private offices, departments, person- l locations, furniture, equipment, etc., the better y will be as a help in your understanding of the isting operation.

The next document that could be of help is the nt's table of organization or *organization chart*. nce the ideal office layout is an extension into ee dimensions of this chart, the help that it can is obvious. The more detailed the chart, the better. should show intradepartmental relationships, in- departmental relationships, the relationships of artments to executives and to service areas, and other organization relationships that can be rted.

nother document that must be made available he planner and designer in one form or another he personnel list. This should be as detailed as sible with personnel listed by departments and job categories. The list will serve not only as a k on the number of persons employed, but should you some understanding of the work each does. ast are the documents that can give background rmation on the company. This kind of material ains nothing of importance to the basic details he job, but can add considerably to your knowl- of the client and your overall knowledge of his ation. Within this category of documents are such s as *financial statements* in which corporate aims set forth, *company brochures*, *house organs*, and *logues*. Where a client has no such documents, background information will have to be obtained later interviews.

e thing that should be stressed at this point is importance of taking copious notes covering thing that is said. There will be many meet- at which many decisions will be made. Meetings sometimes last an hour, four hours, or two A tremendous amount of information will be red and innumerable decisions will be made; information and more decisions, in fact, than e can possibly remember. You may start, con- ly feeling that you will remember everything, doesn't take long to find out that the man to you are talking may change his mind about a question three or four times during the course interview. Since he said "yes" three times no" four times to the same question, you will d pressed to remember which is the proper , unless it is written down. This involvement in a myriad of details is so much a part of each plan and design job that the taking of notes at all meetings and during all telephone conversations with the clients is most essential.

To augment the information gathered in discussing the operational requirements, and in taking a tour of the premises in order to observe the organization at work, you must now become thoroughly familiar with the work and inter-relationship of each department or division or other unit of organization that exists in the client company.

Becoming familiar with a department's work means *interviewing* and questioning the department head or anyone else management designates to supply the answers for which you are looking.

One way or the other, it is vital that all answers to all questions be thoroughly scrutinized before they are translated into too many or too few square feet. It is not always possible to provide properly for the future. Too often it is necessary to use a rather cloudy crystal ball. But both planner and management will be remiss in their duties if they fail to recognize, understand, and interpret the predictable areas of operational study. It is just as wrong to build or rent too much space as it is to build or rent too little.

Before, during, or after the department head interview a complete inventory of all furniture and equipment must be taken. The order is unimportant and may depend upon the man power available to the planner and designer.

The inventory will serve you further when you arrive at the point of preparing your furniture plan. If you have included on it information covering the electrical equipment, typewriters, and calculators, being used by each person as well as the individual's need for telephone equipment, the inventory will be of help in the preparation of the furniture, telephone, and electrical plans.

Finally, the inventory will aid you to prepare and check the client's *purchasing program* (to be discussed in another chapter). The inventory will be a much used document and all inventory information must be gathered conscientiously, accurately, and in detail with all of its eventual uses kept constantly in mind during its preparation.

Section II: Understanding the Esthetic Goals

From the answers gathered in this second part of the effort to understand the problem will come the information and the inspiration for the design of the client's space; the face that he will present to his public, the "image" of his company, and the environment within which he and his employees will spend so many of their waking hours. Just as it was necessary to interpret carefully the answers you received when you took the operational requirements, so is it equally important to acquire a sensitivity toward understanding the discussions you shall have about the esthetic goals of the client. And they will be discussions you shall be having rather than question and answer periods—discussions that will be informative or not, depending a little on the client's ability to talk taste, design, and esthetics, and a great deal on your ability to get him to talk.

The process of getting him to talk takes place at

OFFICE DESIGN AND PLANNING IS:

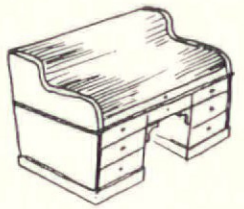
counting people (present and future) ...



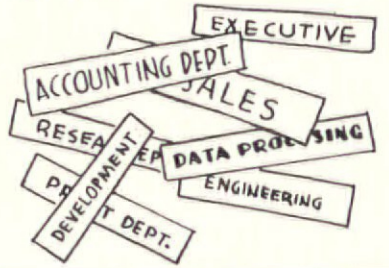
studying what each does...



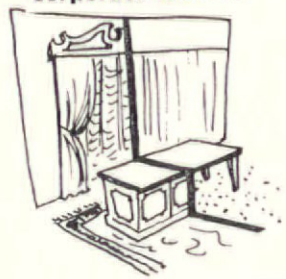
evaluating furniture and equipment...



understanding departmental relationships...



creating the corporate face...



and budgeting the work to be done...

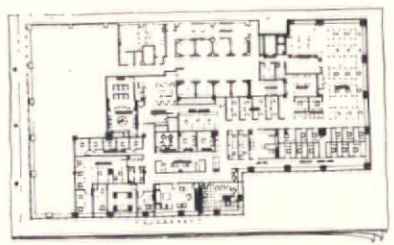


THEN TRANSLATING THIS INTO:

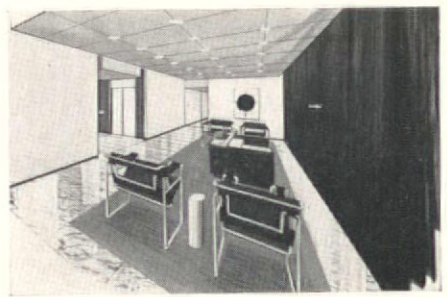
space study...

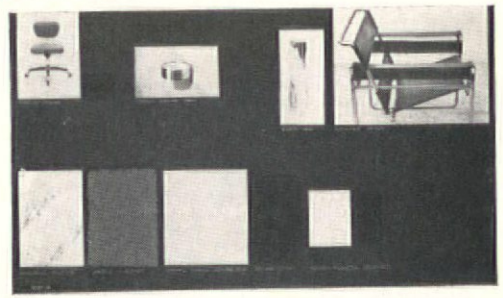


working drawings...



design presentation...





AND FINALLY COORDINATING:

the contractors' bidding...



the building...



and the moving...



into the planned and designed office...



a *design meeting* or meetings which will be described here and in the next section of this chapter as well. This design meeting must serve not only to help you understand the esthetic goals, but also to set up the *budget* limitations to your design effort.

Actually, there are only three basic questions that are to be discussed in that part of the design meeting concerned with esthetics: *theme*, *period*, and *color*, and sometimes the first and second meld into one.

Theme, idea, image—whatever it is called—is the picture of the company as the client envisions it, as you help create and interpret it, and as the public is to see it. For instance:

- The book publisher who wants a "scholarly look"
- The chemical company wanting a "worldwide look"
- The charity organization that asks for "genteel poverty" as its public picture.

These are the faces of your clients. These are the faces your client must describe to you.

And herein is the underlying problem of the design meeting: getting the client to articulate about his company's image. Don't for one moment think that his lack of ability to talk "image" is an indication of either lack of interest or lack of knowledge. The designer who believes that design talk is his own private domain and design itself his own inscrutable, ritualistic magic, does his client an injustice and underestimates the power of design itself. Remember, if your client wasn't thoroughly aware of the need for design and the tangible and intangible benefits to be derived from it, he would not be at the design meeting in the first place.

The client's problem—and it is certainly not the problem of all clients—is that he is not used to talking design in his day-to-day conversation. It is up to you to make him feel at ease by first talking about the things that are familiar to him—the familiar things that will lead both of you directly into the whole design subject.

The book publisher who asked for the "scholarly look" actually wanted to give the visitor the idea that he was entering a library. He wanted an archival atmosphere of hushed reverence for books to prevail in his offices. To accomplish this it was necessary to physically separate the sales and production part of his business from the editorial wing.

The chemical company that wanted a "worldwide look" was motivated by sales aims. The products the company sold were made up of raw materials purchased all over the world, and they wanted their buyers, who came from all over the world, to know it. This was not a preconceived theme but one, rather, that developed during conversation about the company products.

The "genteel poverty" desired by the charity organization client, came from a direct demand to avoid giving the impression that contributed funds had gone for self aggrandizement or necessary "creature comforts."

In this first meeting on design whatever guiding you do must be done as a basic educational process. The client must be made to understand how unorthodox it is to draw upon the periods of the past for the design of offices into which he is moving at present and which themselves are located in buildings attempting to reflect the future. It is equally curious if he, the client, expects Chippendale to properly reflect his electronic instrument manufacturing company.

The one thing you must not do, if yours is to be honest design, is to attempt to guide your client into areas in which you feel "comfortable" without thought to his basic problem of image projecting. This does not mean that you "give the client his blue bathroom" because he asked for it. Neither do you give him a green one because all of the bathrooms you have done have been green. It is vitally important to your growth as a designer that you search constantly for better solutions rather than create your own design cliches because of convenience or laziness.

Section III: Understanding the Financial Limitations

Money seems to be the one thing that most designers prefer not to talk about. Like it or not, however, it is a subject that absolutely cannot be ignored. It must be faced many times during the course of a job and any lack of desire to face it is not only thoroughly unrealistic but can be disastrous as well. It must be faced at the beginning so that all of your design effort is done without costing any more than the dollars allotted you by the client. It must be faced during the course of the job so that the cost of client extras or client changes is completely understood before either is authorized. And it must be faced at the end of the job so that the client is thoroughly aware of the fact that you have not only met his operational requirements and his esthetic aims but his budgetary limitations as well. Failing to meet any one of these can result in an unhappy client, and this was certainly not your goal when you started the job.

Whether the client tells you how much money he has allocated for the job or whether he asks you to tell him how much the work should cost, it is your responsibility to see that his money is spent wisely and effectively.

If he has a given amount budgeted, you must help decide where it can be spent most tellingly. If you are to determine the dollars he needs, you must help appraise his requests.

The budget will also provide you with your guide to design—the framework of dollars within which all of your design effort must stay.

The infinite number of details involved in each planning and design job makes budgeting a necessity. If you were not to budget a job before designing and drafting you would listen to your client describe the things he thinks he wants, prepare perspective renderings and design details, and get his enthusiastic approval which would quickly turn to disapproval of both design and designer when bids to do the work come in at prices way beyond what he thought he might have to spend. Budgeting gives the client the opportunity to know in advance of seeing any drawings just what his costs might be. It also gives him the opportunity to lower or raise those costs by editing his requirements prior to your preparing any drawings. (**C**)

NATIONAL HOTEL SHOW EXPO '68

What does it profit a hotel operator to make it at the back of the house and lose it at the front? Experience has proved that both food and lodging appetites and profit can be jaded when interior furnishings in the commercial/institutional field do not live up to the expectations of an increasingly more sophisticated public. That is the unmistakable message of the 52nd Edition of the National Hotel & Motel Exposition to be held in New York's Coliseum November 6 to 9.

This year's exposition will devote an impressive 90,000 square feet of display space on the fourth floor to the rapidly expanding contract furnishings market, with an increasingly growing number of exhibits by manufacturers of furniture, furnishings, and decorative accessories. The per capita increase in population and the consequent increase in commercial lodgings and mass feeding establishments, as well as a never-ending requirement that such operations change their faces with periodic renovations, has opened a Pandora's Box of innovations for the contract designer and furnisher. Included, of course, is the 10th Edition of "Rooms Of Tomorrow," with the newest ideas in guest room furnishings, designed by Arthur Elrod AID, and "Designs For Dining," styled by Chandler Cudlipp Associates, Inc., presenting five interiors for restaurants and cocktail lounges.

In addition, exhibits scattered throughout the other floors relate directly to the contract furnishings field. All that follows in this section is a taste of what is better sampled in person.

HIGHLIGHTS OF THE PROGRAM

Monday, November 6

10:00 A.M.	Official opening, 52nd National Hotel & Motel Exposition: Gra Foyer, Coliseum.
10:00 A.M.-3:00 P.M.	Preview, open to dealers, wholesalers, food brokers, consultan architects, press.
12 Noon	Opening Luncheon: Grand Ballroom, Commodore Hotel, Lexingt Avenue & East 42nd Street. Single tickets $6.00. Advance reser tions: Association Headquarters.
3:00 P.M.	Exposition opens "to the trade".
10:00 P.M.	Exposition closes.

Tuesday, November 7

10:00 A.M.	Exposition opens.
10:30 A.M.	"3Ms of Successful Resort Operation—Modernization, Maintena & Merchandising," resort forum: Second floor meeting room. P includes Henry End, AID.
2:00 P.M.	"Opportunity Europe," first session of Motel Days Program: fo floor meeting room, Coliseum. Chairman: Stephen W. Brener, president, Helmsley-Spear, Inc.; Co-chairman: Alice L. Patte chairman of the board, Patterson Publishing Co. Panel comp Robert J. Pearce, Kemmons Wilson, Robert Huyot.
6:00 P.M.	Exposition closes.

Wednesday, November 8

10:00 A.M.	Exposition opens
10:30 A.M.	"Public Spaces in Public Places" Forum, sponsored by In Design Magazine: fourth floor meeting room, Coliseum. Mode Sherman R. Emery, editor, Interior Design Magazine. Pan Arthur Elrod, AID; Arthur E. Smolen; Lee Chambers; Paul H off; James Frew; Umberto A. Marcucci, AID.
6:00 P.M.	Exposition closes.

Thursday, November 9

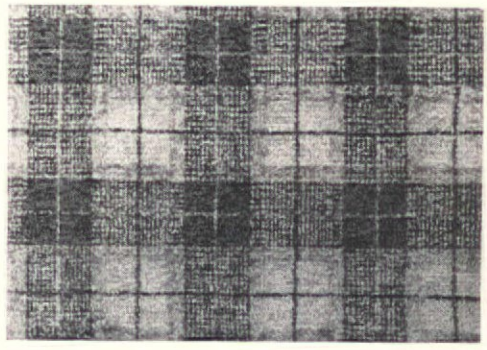
10:00 A.M.	Exposition opens.
6:00 P.M.	Exposition closes.

CON

HOTEL SHOW PRODUCT PREVIEW

A SELECTION OF FURNITURE AND FURNISHINGS TO BE SHOWN AT THE NATIONAL HOTEL & MOTEL EXPOSITION NEXT MONTH IN NEW YORK

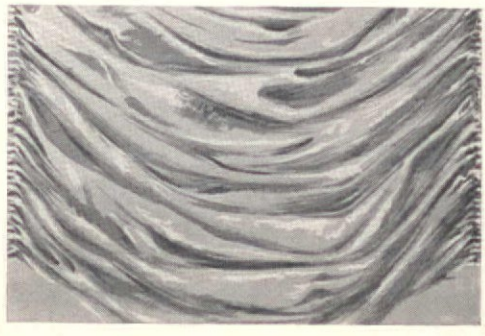




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A *Handsome new holloware items in Oneida Silversmiths' Sambonet pattern are available in the finest silverplate and in stainless. A new extra-heavy silverplate pattern, Stardom, will be introduced at the show. This pattern features modern textured surfaces framed by gleaming silver. Circle No. 170.*

B *Adapted from a 54 inch woven linen plaid, Forsythe is among the new designs in Greeff's collection of wool area rugs created to complement Greeff fabrics. Closely resembling a hand-hooked rug in construction, stock sizes range from 4 by 6 feet to 10 by 12 feet, with special sizes on request. Colors repeat the seven colorways used in the fabric. Circle No. 171.*

C *King Arthur Chair Co. will hand rub and hand wipe any specified wood finish, at no extra cost, on all chairs. This Deacons Bench comes in 36, 48, 60, 72, and 84 inch lengths. Other styles can be made from any chair style in the company's brochure, with wood, paint, or vinyl finishes. Circle No. 172.*

D *Grazioso, a drapery inspired pattern from James Seeman Studios, has subtle shadings and tonal variations to create the effect of depth and dimension. Circle No. 173.*



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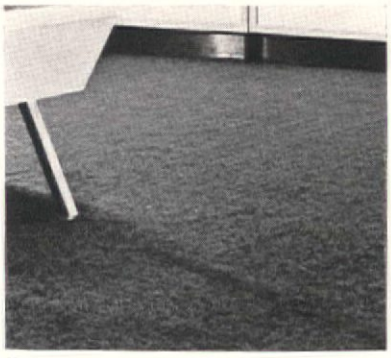


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A *The Conqueror No. 294S is one of over 250 fiber glass plaques from Finesse Originals. Circle No. 174.*

B *Crown Rubber's Plush Cover and heavy-duty Carpet Cover nylon-on-vinyl mats and matting can also be seen in the Rooms of Tomorrow exhibit. Entryways, hallways, and lobbies are ideal locations for Plush Cover, which is backed by a three-year surface wear guarantee. Circle No. 175.*

C *The cafeteria gets executive suite elegance with Sico's new Project 70 folding table-chair combination. Individually controlled seats swivel 360 degrees and are comfort-cushioned at all levels. The combination provides up to 33 percent more seating space than conventional chairs and tables in the same floor space. Tabletop is a rich dark woodgrain Melamine plastic laminate. There are no banded edges to trap dirt or food particles. Circle No. 176.*

Brody's new luxury swivel chair, model 448-24, has a barrel-type back and arm design, with arms gently sloping forward from the contour of the back. The chair has a choice of glides or casters; base is satin-finished cast aluminum. Circle No. 177.

E *Finished to resemble "old parchment," Panelart's picture panels are print reproductions mounted on wood or composition board, without conventional framing. Subject matter runs the gamut from prehistoric cave paintings to medieval and old masters to contemporary artists, maps, and maritime prints. Circle No. 178.*

F *This mechanical tower clock, a 9-foot version of Big Ben, has animated figures in period costumes on top and beneath its four faces. From Display Arts Inc. Circle No. 179.*

G *Sleek lines of contemporary styling characterize R-Way Furniture Co.'s Alborg series. American walnut veneers with high pressure plastic laminate tops provide easy maintenance. Circle No. 180.*

H *Four Seasons indoor/outdoor carpeting solves the floor maintenance problem caused by high heels. The carpet of Marvess olefin fiber withstands the punishment of the spikes and gives non-skid safety for guests. From General Felt Co. Circle No. 181.*

I *Fixtures Mfg. Corp.'s legless table set, the Solar, provides more seating capacity, makes cleaning floors easier, and eliminates the problem of a chairless table. Circle No. 182.*

J *Gasser's Ohio Stater 2307 series is a formal high-back dining chair with rolled welt back. Plain inside back is optional. Circle No. 183.*

K *Motorola model HT618CH, 20 inch color TV, incorporates a full band solid state AM radio. Finish is antique white. Circle No. 184.*



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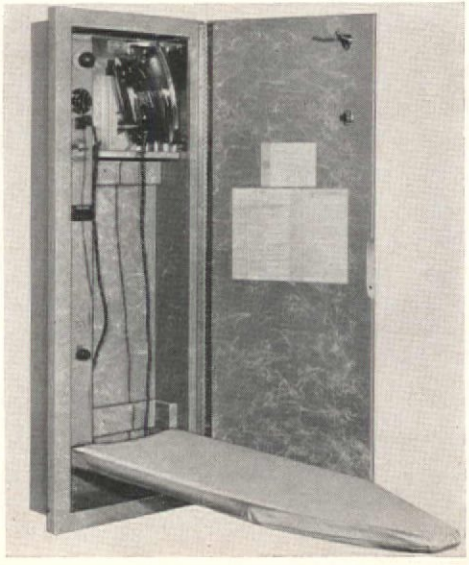


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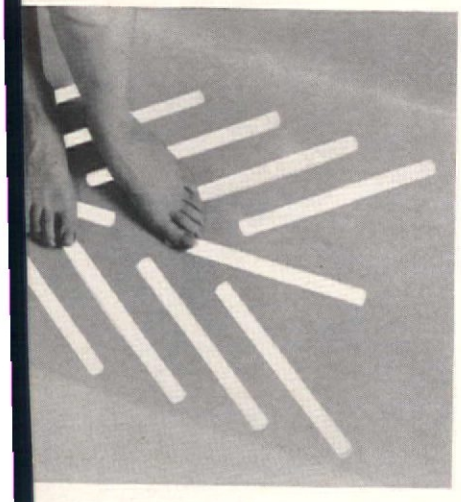
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Honey Comb is Syracuse China's newest ralite Hospitality pattern. Simple pat- n on the American shape is a golden low edge line and weave design against white body. Circle No. 185.

Bali Hai, an American of Martinsville niture group, has the bamboo look. de of pecan in an almond finish, it ures weathered rosewood Formica tops most pieces. Bali Hai also has reed wer fronts, pineapple-cut wood pulls cane accents. Circle No. 186.

old and white houndstooth check in a dy nylon fabric gives a sprightly look Kroehler's modern-style occasional r. The style is compatible with any ie Kroehler hotel-motel suites. Sim- ines make it a versatible piece which be used as a lounge or desk chair, or ll up to a game table. A wide selec- of covers is available, both fabrics vinyls. Circle No. 187.

e Host Valet is a compact cabinet, sed or wall hung, with a steel fold- down ironing board with flameproof cover and pad. Completely electrified and pre-wired with an automatic timer; birch door can be blended with walls or faced with a mirror. Available from Iron-A-Way Inc., in 36 or 48 inch board lengths. Circle No. 188.

E *Empire's new Bentwood armchair features a contour-shaped back of one-piece construction along with one-piece compound steam bent arms and seat. A one-piece brace provides additional support. The seat is foam padded, 18½ by 17 inches. Height of chair is 35 inches. Circle No. 189.*

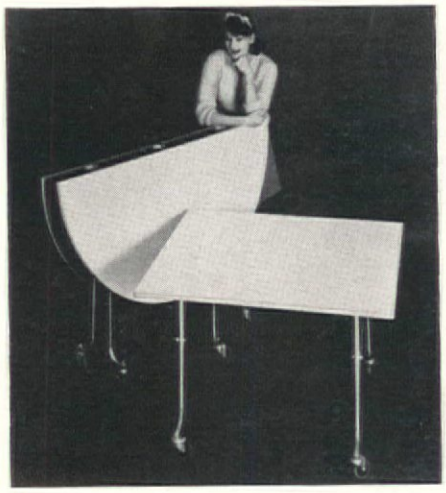
F *All fabrics of the furniture cushions are weather-resistant and sealed against moisture penetration on Lee L. Woodard's Orleans wrought iron patio collection. Cushions are made of Nimbus foam on a frame of Pirelli neoprene webbing for comfort. Variety of fabric colors, textures, and materials is available. Circle No. 190.*

G *Buckstaff has provided maximum mobility in its contract oak seating line with the development of this specially designed base constructed from solid oak turnings. The antique spherical casters allow for the orderly alignment of the piece and the full circle revolving seating unit facilitates seating of patrons. Circle No. 191.*

H *Slip-X Safety Treads introduces its new style D bath safety treads. Set consists of 12 ten-inch treads arranged in a herring-bone pattern. They provide protection in the bathtub, and an alternate pattern can be arranged for a shower. Choice of five colors. Circle No. 192.*

I *Designed specially for hotel-motel use, Magnavox's Innkeeper color TV is compact enough to be placed on its own rolling cart or swivel stand. Unit features 176 square inch tube and stain-resistant Marlite walnut finish. Circle No. 193.*

J *Ashtray Specialty Co. has a wide line of china, porcelain, and ceramic, ashtrays with the company's regular safety features. Circle No. 194.*



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A *Round and square folding cafeteria tables offer the opportunity for mixing shapes. Squares are available in 36 and 42 inch sizes while rounds come in 48, 54, and 60 inch diameters. Features of these Howe Folding Furniture tables are plastic laminate tops in Desert Glo, Hardline edges and tubular steel understructures plated with chromium finish. Circle No. 195.*

B *The Legend pattern is one of Masland Duraleather's new designs. Legend is available in unsupported fabric-backed and expanded qualities in broad color lines. Circle No. 196.*

C *This wire bread basket is part of International Silver's new line of heavy 18/8 stainless steel holloware. All pieces in the line have a lustrous satin finish. Circle No. 197.*

D *Sigma utility receptacles from Union Carbide Corp. are designed for both food handling and waste and trash removal. All models are blow-molded from one piece of high-density polyethylene and are durable, lightweight, and easy to clean. Circle No. 198.*

E *Diplomat series of floor racks from Krueger Metal Products has choice of decorator accents in chrome, brushed aluminum, and woodgrain vinyl combined with chrome, black satin, or colorful enamel finishes. All models are available in 3, 4, or 5 foot lengths with add-on units for extra storage. Circle No. 199.*

■ *Commercial Carpet Co. has develope an acrylic carpet system specifically f contract applications. Called Acrylic 7 the system is a custom program of ne acrylic-nylon carpets available in a wi variety of construction, designs, and co ors. End users can create their own carp by selecting the style, colors, constructio and backing best suited to their particul traffic, maintenance, design, and budge Carpet is manufactured in modular widt which reduces waste and can save much as 10 per cent on carpet cost. T company did not send a picture with t item. Circle No. 200.*

HOTEL SHOW CONTRACT EXHIBITORS

EXHIBITOR	BOOTH NO.
dmiral Corp., Commercial Prods. Div.	2106-07
llied Chemical Corp., Fibers Div.	4026-27
merican Cyanamid Co., Fibers Div.	4015
merican Furniture Co.	4158-61
merican Mat Corp.	4244
merican Standard Architectural Products Dept.	4165
mtico Flooring Div., American Biltrite Rubber Co.	4124
rts for Architecture, Inc.	4086
stra Bent Wood Furniture Co.	4221
uthentic Furniture Products	4047
T. Barwick Mills, Inc.	4222
e Bassick Co.	1199
autycraft Furniture Industries, Inc.	4142-49
la Seating Co. Inc.	2132
lilah Chair Div., Karl M. Bloom Co.	4241
nco Mfg. Co.	4168-69
gelow-Sanford, Inc.	2172
Brody Seating Co.	4020-23
oyhill Furniture Industires	4098-4101
unswick Corp., Commercial Furniture Div.	4024-25
ckstaff Co.	4106-09
doff Outdoor Furniture Inc.	2216
ffalo China, Inc.	2080
bin Crafts	4224-25
airmasters, Inc.	2085
airs Superb Inc.	4005A
icago Hardware Foundry Co.	4150-53
romodern Chair Co.	2142-50
nn-Hall-Marx Co., Cohama Upholstery Dept.	2090
umbus Coated Fabrics Div., The Borden Chemical Co.	4072
nmercial Carpet Corp.	4083-85
ntinental Lamp Co., Inc.	4005B
tract Magazine	4235-36
onet Industries, Inc.	4073
wn Rubber Co.	4166-67
ress Furniture Industries, Inc.	4032-33
lee Seating Co.	4139-41
gn Unlimited	2122-A
ans for Dining	4002A
Cor	4242
Bed Inc.	4000-02
Chrome Corp.	1118-19
re State Chair Co., Inc.	4172-73
ander Co., Inc.	4040-42
n Products, Inc.	4053-54
ex Designs	4200
crest Mills, Inc.	2175C
se Originals Contract Sales Corp.	4007-08
res Mfg. Corp.	4038-39
ica Corp.	4102-05
er Chair Co.	2125-27
hrome Co.	2005-06
ral Electric Co.	4009-10
ral Felt Products	4231
ral Lighting, Div. of NL Corp.	4183
ral Tire & Rubber Co., Bolta Products	2082-83
ral Tire & Rubber Co., Contract Group	2082-83
Grace & Co. DuBois Chemicals	3091-94
an Carpet, Div. of J. P. Stevens & Co. Inc.	2157
China Co.	2186
ton Mfg. Co.	4058-59
G. Hardy & Co., Inc.	2193
rd Mfg. Co., Div. of Rusco Industries	2088
mb & Hoke Mfg. Co., Inc.	4239-40
Folding Furniture, Inc.	2122-23
tional Products, Inc.	4179-80
ational Silver Co.	2173-74
-Way, Inc.	4218A
n China Co., Inc.	2158-59

EXHIBITOR	BOOTH NO.
Joanna Western Mills Co.	4182
King Arthur Chair Co., Inc.	2116-17
Kogod-Dubb-Revere, Inc.	4114-16, 4125-27
Kroehler Mfg. Co.	4069-71, 4080-82
Kwik-Wall Co.	2209
L & B Products Corp.	1200-01, 4018-19
Lamtron Industries, Inc.	4087-91
Homer Laughlin China Co.	2140-41
Madison Furniture Industries	4000-02
Magnavox Co.	4014
Masland Duraleather Co.	2163
Mayer China Co.	1218-19
Jo Mead Designs	4138
Midwest Folding Products	3161
MiKaRa, Inc.	4005B
Minnesota Mining & Mfg. Co.	4119-20
Mohasco Industries, Inc., Contract Furniture Div.	4092-97
Monarch Carpet Mills	4028
Monsanto's Textlies Div., AstroTurf Surfaces	4162-64, 4197-99
Morgan-Jones Products	2210
Motorola Sales, Inc.	2152
Murals & Wallcoverings, Inc.	4086
NL Corp.	4183
Oneida Silversmiths	2185
Panelart, Inc.	4223
Parkwood Laminates Inc.	4184
PermaGrass, Div. O.B.I., Inc.	4218-19
Phil Mar Corp.	4074-75
Philco-Ford Corp.	4211-12
Quartite Creative Corp.	4076-79
RCA Service Co.	2084
R-Way Furniture Co.	4154-57
Rachlin Furniture Inc.	4117-18
Reed & Barton Silver Co.	2089
Rooms of Tomorrow	4206A
Samsonite Corp., Furniture Div.	4216-17
Schlage Lock Co.	4135-36
Scov'l Mfg. Co., Hamilton Beach Div.	2025
Sealy, Inc.	4195-96
James Seeman Studios Inc.	4086
Seneca China, Inc.	1171
Shelby Williams Industries, Inc.	4000-02
Shenango Ceramics, Inc.	1159-62
SICO Inc.	4044-46
Simmons Co.	4188-91
Slip-X Safety Treads, Inc.	4128
Spaeth Displays, Inc.	4110-13
Stakmore Co., Inc.	1103
Harris G. Strong Inc.	4065-66
Stylume Products Inc.	4062-64
Sweetwater Rug Corp.	4019B
Syracuse China Corp.	2180-81
N. A. Taylor Co., Inc.	4234
Tree Time Inc.	4019A
Trend Contract	4060-61
Tri-Par Mfg. Co.	4129-30
Tropicraft Inc.	4034
Tropitone Furniture Co. Inc.	4003-04
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ROOMS of TOMORROW



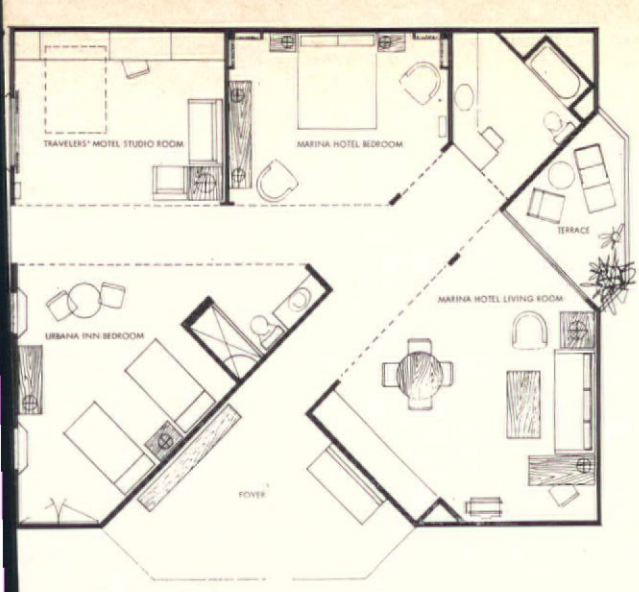
ARTHUR ELROD, AID, CREATES INTERIORS WITH A RESIDENTIAL AIR TO INVITE A GUEST TO PROLONG HIS STAY.

Since today is yesterday's tomorrow, the annual Rooms of Tomorrow exhibit not only demands a high degree of interest from the hotel-motel industry, it gets it. This is the tenth successive year of this future-foretelling display of room design innovations by leading designers and manufacturers. A major feature at the National Hotel-Motel Show to be held at the New York Coliseum, the Rooms of Tomorrow are always an intriguing collection of ideas interiors, solutions to problems of guestroom design and refurnishing. Arthur Elrod has imaginatively designed interiors for the resort area hotel, an urban or suburban inn and a studio room for the traveler who must use his accommodations as an office or showroom.

First impression area

As hotel-motel routines become more and more automated, guests register from their cars, park outside their rooms even in multi-floor buildings and use the nearest rather than the central entrance and exit, fewer and fewer guests frequent the lobby of a hotel or motel. Their first, and conceivable only, over-all impression of their residence-on-the-road may be gained from the area adjacent to their own suite or room, which must be inviting. With this in mind, Elrod designed the exhibit foyer, left, as a reception area for a unit of a hotel or motel, which is entered from the elevator or escalator, or at ground level. Dramatic and colorful, the foyer is enlarged by the shell and mirror paneling, the sunburst design of the custom carpet, its deep blue foil covered walls. For the convenience of guests, there is a console shelf for packages, a comfortable upholstered settee to await arrival of visitors

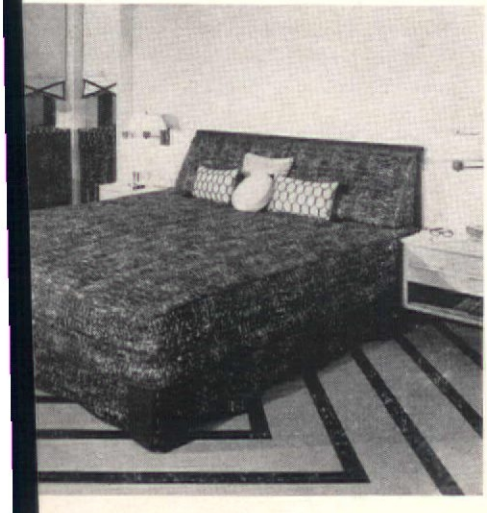
CONTRA



Floorplan For Rooms of Tomorrow exhibit with its entrance foyer.





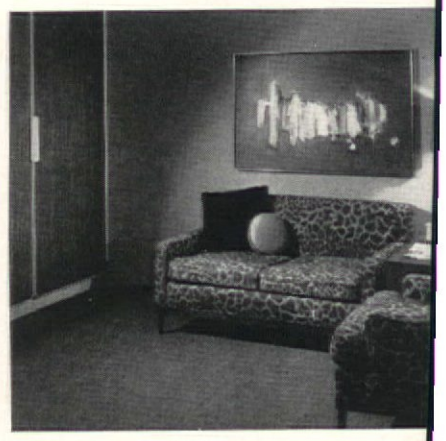


In the living room of the Marina Hotel suite, above Franciscan's Fantasy print Belgian linen fabric sets the tone. Blue and aqua pattern is outline-quilted as upholstery, stretched flat to form panels against the desert blue Naugahyde-covered walls. Simmons desk, chair and armchairs are also desert blue Naugahyde, while writing table is a lighter blue. Diamond-patterned Amtico flooring in the bedroom, left, complements caning wall-covering by Bob Mitchell and Joanna Western Mills textured white window shades. Fitted spread is Franciscan's Biscayne fabric. Balcony, top right, has carpeting in sea blue green; vinyl Surfline armchairs, chaise, and coffee table. Bathroom features one-piece tub.

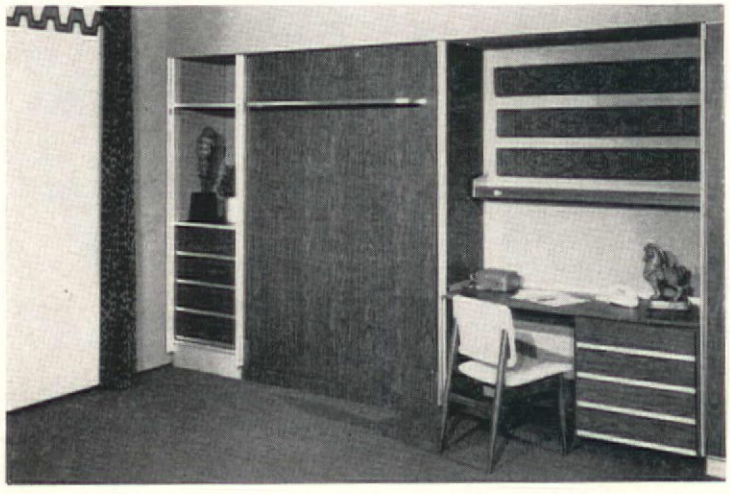


ROOMS of TOMORROW



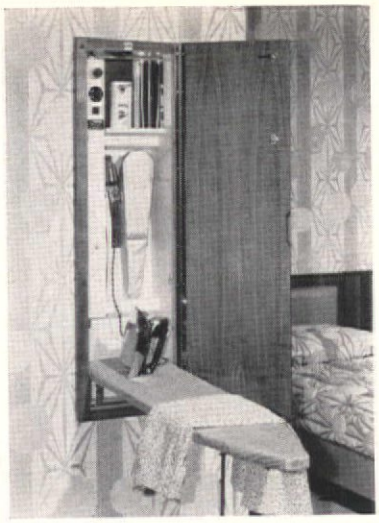






Fold-away convenience characterizes Travelers Motel bedroom. Simmons furniture system combines dressing with Wall-A-Bed, desk and wardrob surfaced with Parkwood's rosewood inate. Photo at left shows bed folded the wall. Box spring and headboard upholstered in antique gold Nauga Bedspread, draperies and upholstery is Franciscan's Zanzibar. Spicepoint peting by Cabin Crafts is a mixtu black, brown, cinnamon and gold. can head, sculptured panels, and war figure are from Jo Mead Designs; ings are from Karl Mann.







and shut, Iron-A-Way's recessed
t with fold-down ironing board can
ncealed behind an oiled walnut
n the Urbana Inn bedroom, two top
. Printed-to-match Franciscan fab-
d Bob Mitchell vinyl wallcovering
brown grillwork with mustard and
a flowers on white sand texture.
doors with hexagonal panels are
d with Parkwood's mustard glazed
laminate. Brunch table is set with
go Ceramic's china in the conti-
pattern. Bathroom has Universal
's "Spa" uni-shower with vertical





SPONSORS

Amtico Flooring Div., American Biltrite Rubber Co.: vinyl flooring.

Angelica Uniform Co.: service personnel uniforms.

Cabin Crafts, Inc.: Acrilan carpets & rugs.

Crown Rubber Co.: floor mats.

Decotone Products Div., Litton Industries: laminate printing.

Franciscan Fabrics, Inc.: Belgian linen fabrics.

Iron-A-Way, Inc.: Host Valet ironing board.

Joanna Western Mills Co.: window shades.

Kirsch Co.: Accordia-Fold drapery system.

Jo Mead Designs: decorative accessories.

Bob Mitchell Designs: wallcoverings.

Parkwood Laminates, Inc.: high-pressure laminate surfacing.

Phil-Mar Corp.: lamps.

RCA Service Co.: television sets, communication equipment.

Shenango Ceramics, Inc.: china.

Simmons Co.: furniture; mattresses.

Uniroyal, Inc.: Naugahyde vinyl upholstery.

U.S. Steel Corp.

Universal-Rundle Corp.: one-piece fiberglass bathroom fixtures.

Wall Tube & Metal Products Co.: balcony furniture.

West Point Pepperell, Inc.: sheets, pillowcases.

DESIGNS for DINING

A complete departure in concept and decor has occurred in the 1968 Designs for Dining exhibit at the National Hotel-Motel show. Taking the position that young people today, the population majority, are not comfortable in traditional decor, the designers have created settings featuring the sharp, clear lines so compatible with the youthful styles, taste, and way of life. The display was designed by the firm of Chandler Cudlipp Associates under the design supervision of Umberto Marcucci, AID, with designers Gerard T. Krug, Richard Rajkowski, and Tom McNealy. (**C**)



CAFE LE SPOT, *an exciting underground discotheque with a striking black/white color scheme. The designer has used carpeting of black nylon on the floor, walls, and ceiling to provide quiet luxury. The circular lighting fixture consists of lucite rods in four lengths with a translucent backplate. The chairs and banquettes are upholstered in Naugahyde.*

ORANGAIRE, *reserved for ladies for cocktails and dess A silver funnel, suspended from the ceiling focuses on a silver-draped table used for patisserie and fruits. T room, circular in shape, shows banquettes upholstered in bone-colored, velvet-rib nylon fabric. The panels fea the circle-in-the-square motif in brown and white. The wallcovering is orange; the carpet is Spanish brown in A.C.E. nylon.*



SPONSORS

Allied Chemical Corp.: Floor coverings in Lunar Dining, Orangaire, Cafe Le Spot. Wall and ceiling covering in Cafe Le Spot. Banquette covering and upholstery in Orangaire.

American Glassware Association: All glassware and hot service center.

Amtico Flooring Division: All vinyl floor coverings: Aquateria, Surfers' Shack. Wall coverings: Aquateria interior and entrance walls. Fiesta counter panel covering: Aquateria.

Aura Lite: All decorative lighting.

Bastian-Blessing Co.: Cafeteria equipment in Aquateria.

Chairmasters, Inc.: All chairs, banquettes, counter stools, counter, bar, tables and bases.

James G. Hardy & Co.: All table napery.

International Silver Co.: All flatware and hollowware.

Jackson Vitrified China Co.: All chinaware.

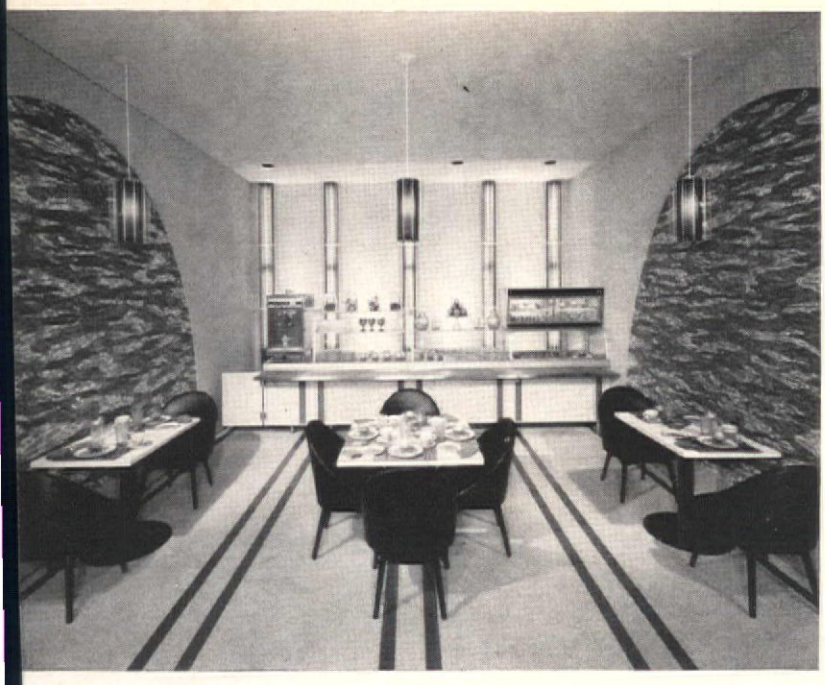
Sweda International: Cash registers.

Tekni-Craft: Taylor Freezer ice cream dispenser.

Uniroyal, Inc.: Naugahyde upholstery and wallcoverings. Ceiling and counter front in Surfers' Shack. Entrance panels in Orangaire. Perambula inserts in Aquateria. Plaques in Cafe Le Spot. Koylon latex cushioning in all seating.

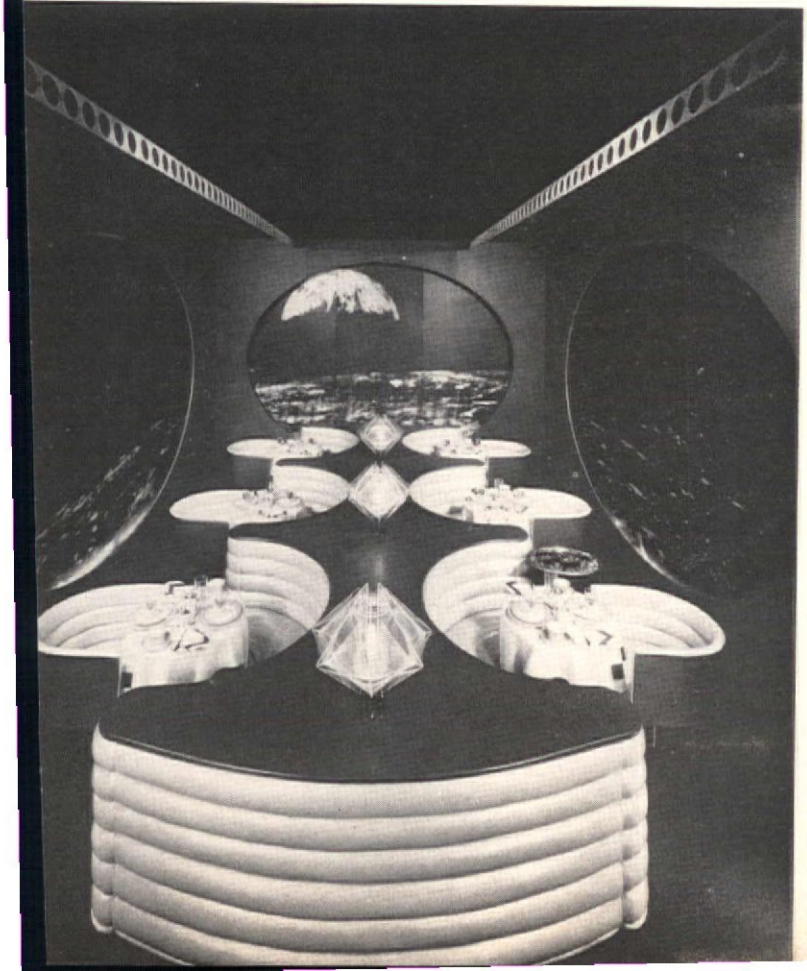
Wallpaper Facades: Special printing of Naugahyde.

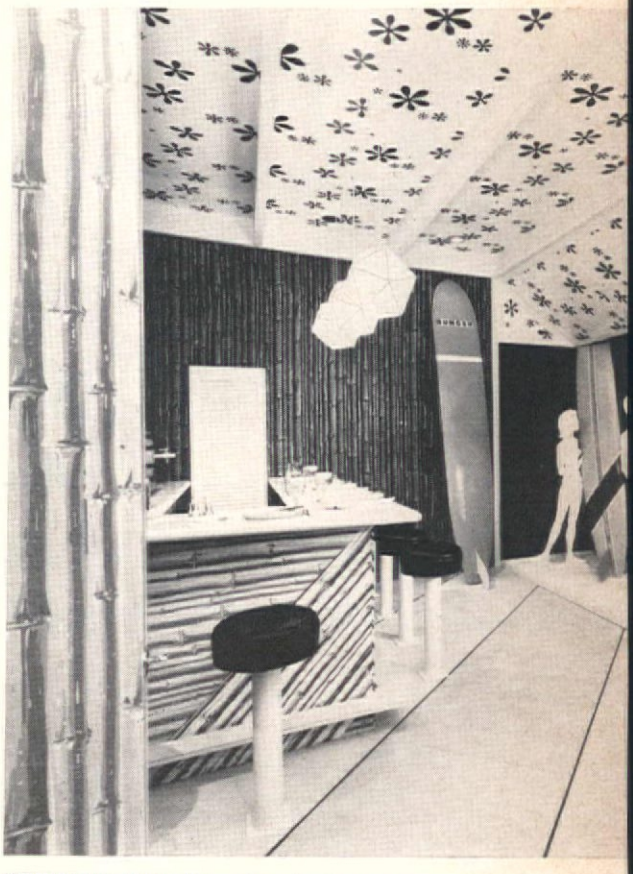
CONT



AQUATERIA, *a cafeteria with an underwater locale. Large parambula shaped windows "look" into the sea. Printed blue-green Naugahyde simulates sea water. The floor covering, white vinyl with strips of bright green, is carried up the facing panel of the counter equipment and used on the entrance and interior walls. The lighting fixtures are lucite columns with light diffusers.*

LUNAR DINING, *creates the feeling of dining on a space ship nearing the moon. The atmosphere is achieved by three large portholes, which present a panorama of the moon in mural form. The banquette complex is upholstered in silver Naugahyde. The capping, in royal purple Naugahyde, is illuminated by three fixtures of cut clear lucite. The carpet is purple-blue nylon. The walls are royal purple.*





SURFER'S SHACK, *a fast-food counter for surfers. The designer has used a beach scene against a wall covered in ultramarine blue Naugahyde. The room, in bright yellow and deep blue, is accented by the bamboo printed Naugahyde used on the wall and counter front. The ceiling has a canopy effect in black and white with yellow beams. The stools upholsted in black, rest on special lacquer finished metal columns in white. The flooring is vinyl, in alternating diagonal white and yellow with black stripes between each band.*

THE OFFICE LANDSCAPE: SOME UNANSWERED QUESTIONS

By Marvin Affrime
President, The Space Design Group



Office Landscaping is one of the newest, most controversial theories to hit the office planning industry. Developed within the past year in Germany and Sweden, Office Landscaping, or Burolandschaft, to use the German word, has already aroused great interest among contract designers and specifiers in this country, an interest so intense, in fact, that several architectural and design firms are sending representatives to Europe to investigate the system more thoroughly and explore its potential for this country. In this preliminary comment, Affrime, who heads one of the best-known space planning firms in the industry and who is himself a licensed architect, evaluates Office Landscaping in terms of the design orientation that has emerged in this country during the past decade. Further comment on the subject will appear in forthcoming issues of CONTRACT, and professionals in commercial/institutional design will be invited to express their views in these columns. Next month, Publisher Ben Hellman takes a controversial look at office landscaping and its implications.

Perhaps no office design innovation since the module has caused so much discussion as the "Office Landscape."

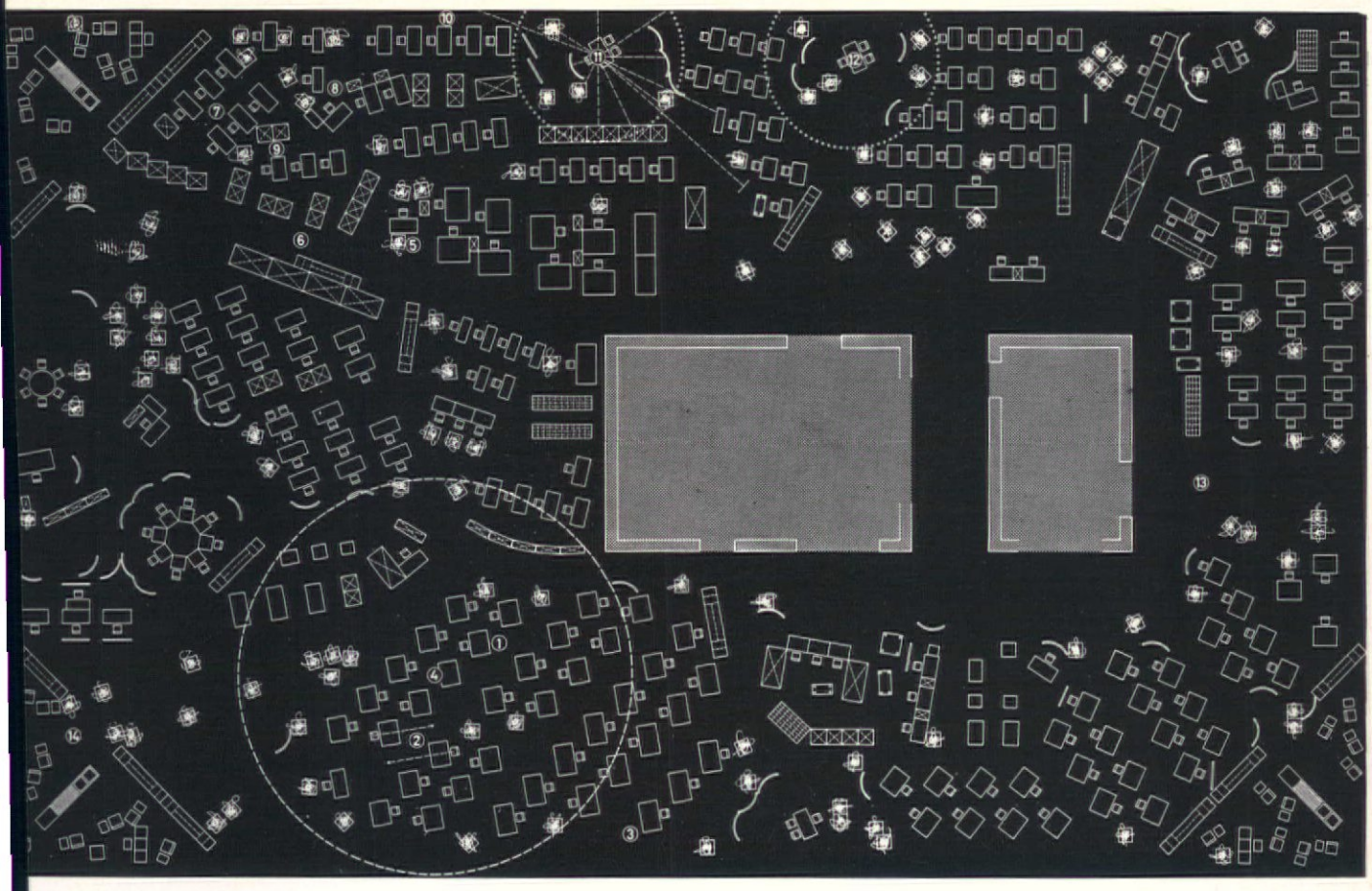
On the surface this German-developed design scheme has praiseworthy aspects. A large open space, devoid of walls and therefore of private offices and with desks grouped functionally in freeform clusters, is a far cry from the conventional large office as we know it today. If nothing else, it is a statement of the fact that even so basic an element of design as the interior full-height wall, or the private office, is open to challenge in the light of changing needs and conditions. Any challenge to the status quo is healthy.

But, at the risk of being labelled a reactionary, the designer must ask certain basic questions before he is ready to accept this, or any rigid design scheme, as a panacea. Perhaps it is the tendency of the "inventors" of this scheme to tout its merits in almost patent-medicine terms that goads the designer into questioning it with an unusual degree of scepticism. Perhaps there is something too pat, too "gimmicky" about a scheme that is held forth as "the middle way preserves the intimate quality o old-fashioned office and yet meet requirements that have led to lay-outs."

Obviously the open design sc has certain not unimportant a tions, among them an apparently degree of flexibility and the dollar saving that comes with nating full-height walls.

The questions that are left, ever, are serious ones. Obviously are many practical questions re to such matters as privacy, se and acoustical and climate c There are equally obvious qu relating to the difficulty of givi sign focus to the landscaped offi avoiding the monotony generat a large, unbroken ceiling wi variation in height, color, textu lighting. Perhaps a visit to sc the landscaped offices which been created in Europe would that these problems *can* be solv there are other deeper, mor questions which remain to swered.

One basic question is whet



Typical specimen plan shows an office landscaping scheme that employs the open plan characteristic of this European trend. No partitions are used; divisions are formed by use of plants (squiggles within squares), eye-level screens (curved lines), and storage cabinets (long rectangles). Gray shaded areas at center are the service cores of the building. All planning is done in terms of communications and traffic flow among departments and individuals. Conference areas have more space around them (see far left center) than others, but are demarcated by planters and one or two screens — no fixed partitions.

ce landscape is intended primarily accommodate *processes* or to pro- e an effective working environment human beings.

n available literature on the office dscape one statement is emphasized re-emphasized: The freeform lay- of furniture and of departmental upings within the open space is rmined *solely by traffic flow*. The mption seems to be that each ker is a producer of certain data h he transmits to others, and that effectiveness of the organization nds entirely upon the efficiency ommunication. If human beings computers they could be linked her by precise mathematical for- . But if management is concerned nly with the way people exchange but also with how they think how they create, then isn't the ner forced to think of people in of their foibles, their idiosyncra- their work habits, their likes and es, and not only their juxtaposi- to others with whom they con- and interrelate?

haps the organization man can on efficiently in his tiny little island in a vast, carpeted sea of desks, personalized solely by the angle at which he sits and isolated by a partial screen, and, if he rates it, a potted palm. But this hardly seems the setting in which the creative executive —the type of individualist to whom management usually looks for the decision-making — either could work or would work. Even always-available lounges and unlimited supplies of coffee would seem inadequate to counteract the impersonalization which seems inherent in the "landscaped office."

Of course there are groups and departments in most organizations whose functions are relatively routine and mechanical. Perhaps there are even total organizations where facility of communications is as important as the quality of thought which goes into what is being communicated. This designer has yet to find one.

But even if an overall organization cannot be accommodated by the landscaped office, why can't certain departments, or even whole floors, be "landscaped," if this proves to be the most effective way of meeting their

needs? And why can't the grouping of units within an open space be accomplished with design control—with an appreciation of the importance of the visual? Must straight lines or geometric patterns be studiously avoided? Doesn't this arbitrarily helter-skelter "arrangement" run the risk of looking both disorganized and unattractive? Why can't *some* full-height walls be used? In short, why can't desirable elements of the office landscape be integrated into an individualized office plan if they prove the best solution?

Proponents of the Office Landscape seem adamant in their claim that there is one and only one way to create an office which meets their standards. First, a "survey" is carried out to calculate, over a two weeks' period, each person's contacts with others, by telephone and in person. In addition, each person's space requirements are calculated—for equipment, for working, and for getting to and from his work place. Then, and this in fairness should be quoted verbatim, "a chart is drawn which combines what is now known about communications and space requirements" and "this chart is then translated into a plan for the available area." The plan, of course, follows set rules, covering everything from the positioning of people to avoid "direct confrontation, eye to eye" to the widths of access paths and the maximum permissible distance from worker to rest area (coffee oasis). Given these do-it-yourself directions and a slide rule (or preferably a computer) the designer really has a simple task. He is even told, for instance, that "managerial positions need greater visual protection, and should be planned so as to avoid overhearing." (The directions possibly were written by the same person who wrote that memorable line in the Mercedes owner's manual: "To increase ventilation, the windows may be opened slightly.")

Possibly the greatest contribution of American space planners and designers to the creation of effective working environments has been the scrapping of rules-of-thumb and insistence on individualized planning and design based on thorough and objective research. The kind of research being practiced by the more creative designers involves much more than the inventory and message-counting kind of "survey" prescribed by the "office landscape" enthusiasts.

Beyond these essential studies, it also involves getting to know *people* at every level of the organization in order to understand how they function and how their creativity could be enhanced by environmental factors. It takes into account the special psychological elements, as well as mechanical ones. It takes into account the special personality of the overall organization, as well as the departments, teams, and key individuals within it. And frankly, it *does* consider how the principal decision makers can be aided by special attention. If an executive functions best in a homey atmosphere—if he thinks best pacing the floor—even if he likes to whistle while he works—shouldn't these idiosyncrasies be catered to?

In order to achieve the office landscape must the designer give up this kind of research and revert to a kind of inventory-taking which assigns top priority to processes and things and ignores the individuality of people? If so, it is highly doubtful that the scheme will be widely adopted among America's leading space planners and designers. For even if the designers are sold on the scheme—and it surely will attract some designers who are eager to do "something different," if merely for shock effect or publicity value—will it be accepted by management? Or will the top brass decide to compromise by setting themselves up in executive suites and then giving the office landscape to the rest of the organization?

As a first impression, then, this designer believes that there are undoubtedly lessons to be learned from the office landscape as an innovative challenge of the status quo, as well as a practical demonstration of the use of means other than full-height walls to provide a degree of identity and privacy within a large space. But it would take a much more convincing argument than has been set forth in the literature, floor plans, and photographs to cause designers to scrap their belief in the individualized plan, based on analysis of *people* as well as processes, and to trade the broad freedom of contemporary American space planning and design for the rigidity and confining inflexibility of *any* dogmatic stereotyped design scheme. (C)

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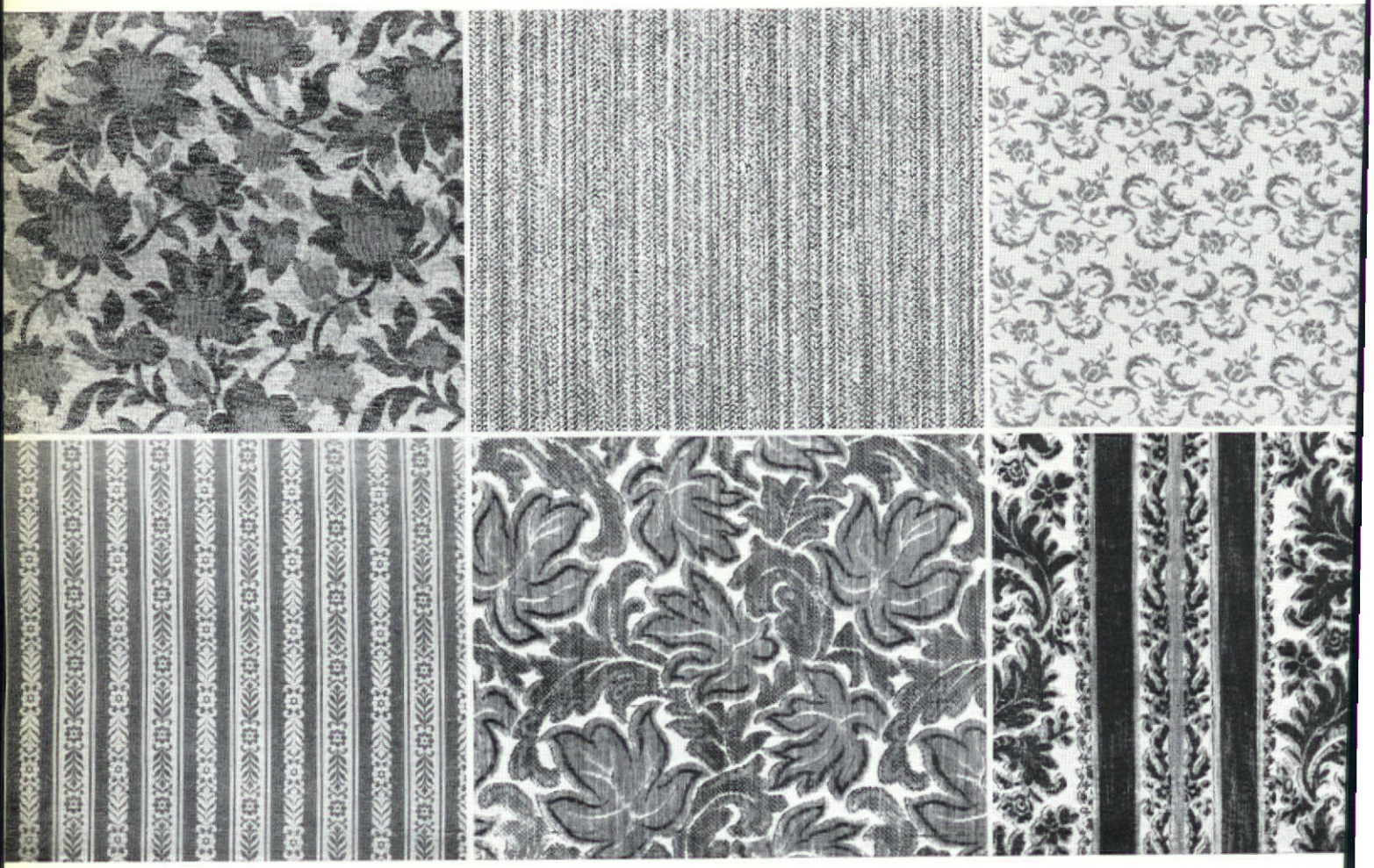
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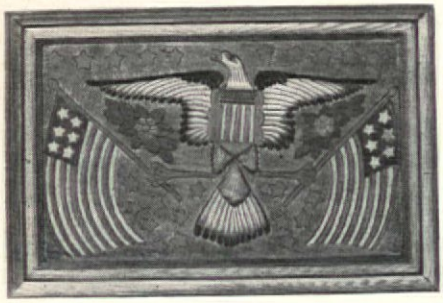
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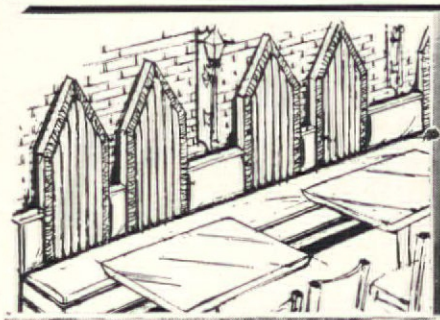


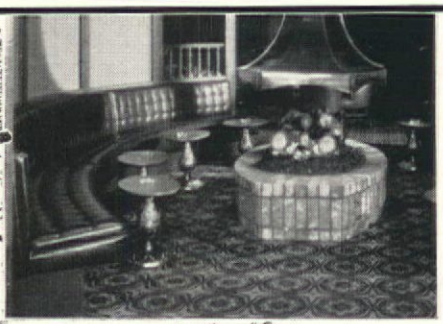
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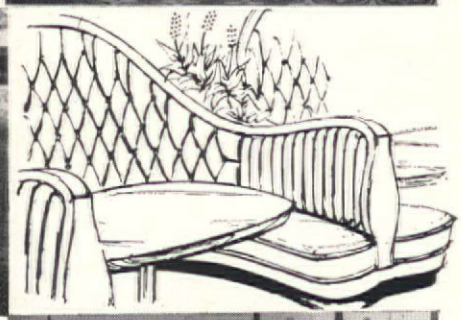
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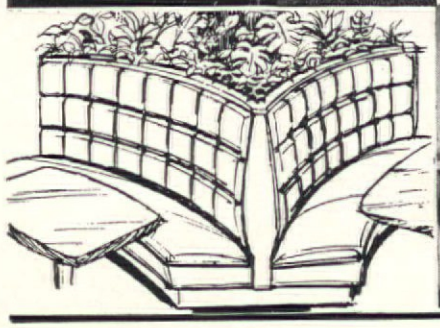
Stock or custom . . . we are experts in the contract field for outstanding institutional decor. Our full color catalog can be invaluable to you for selecting wall hangings for the job that is now on your desk. Send for it today. **Harris G. Strong Inc., 465 East 147th Street, Bronx, New York 10455**

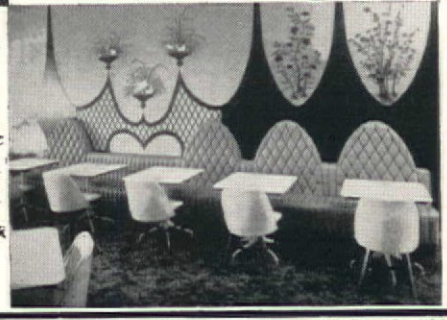








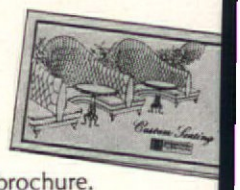




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Circle No. 96 on product card facing P. 166

What hospital operation cuts out noise?

(The installation of Stevens Gulistan Carpet, of course.)

e Mercy Hospital of San Diego, California, chose Stevens Gulistan® Carpet with good reason. The re than 7000 yards of *New Charter Oak,* a Stevens Gulistan commercial deep loop pile quality of rilan* acrylic pile, provides many benefits. It cushions steps and hushes sounds, provides the peace and et and home-like comfort so welcome to patients and personnel. It provides non-slip safety. All this s easy care and low maintenance costs. Ask for the complete Stevens Gulistan story, and see our cata- ue in Sweet's Architectural File #11L, A.I.A. File 28.

Stevens
Gulistan Carpet

*Reg.TM Monsanto's Textiles Division

ercy Hospital, Stevens Gulistan Carpet of Acrilan offers many advantages. tect Frank L. Hope & Associates, A.I.A., Contractor, Broadway Linoleum pet. Carpet shown is 70% Acrilan acrylic, 30% modacrylic.



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Please send me the whole story on how Stevens Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost to hospitals. Include free samples of Stevens Gulistan Carpet.

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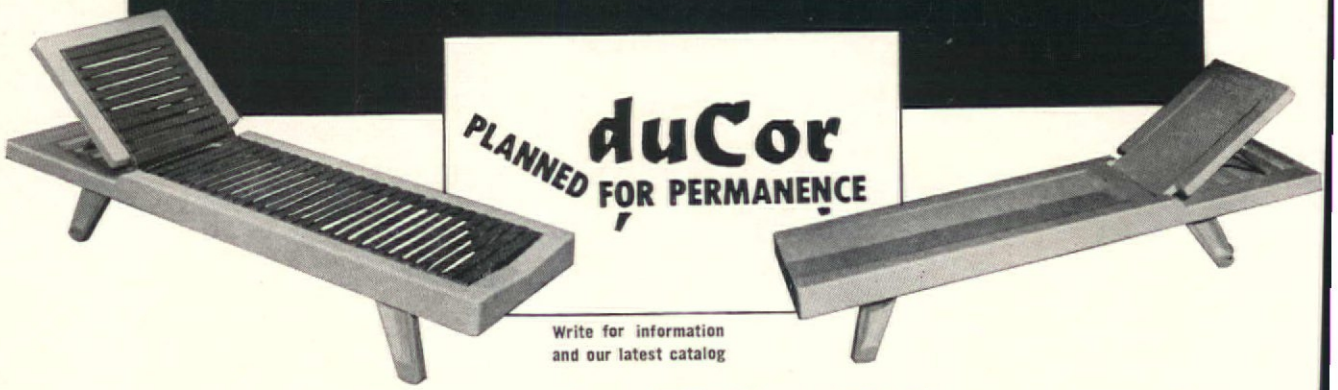
Circle No. 97 on product card facing P. 166

Circle No. 98 on product card facing P. 166

WE WOULD LIKE TO LOSE YOU AS A CUSTOMER

When we sell someone our all-season, outdoor furniture, they just don't come back for ages. They just keep using the same furniture, year after year after year . . . all through the summer and all through the winter. We can't even repaint it and restrap it for them (we make our furniture maintenance-proof as well as weather-proof). So long as we continue making the finest quality fiberglass and fiberglass/vinyl sun lounges available, it is a sure bet that we will lose you too but you will be a Satisfied Ex-customer.

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This everything table is stylish and contemporary, with square chromed legs, ebony enameled steel modesty panels, textured walnut grained laminated plastic top (18" x 31½", 26" high). Moves smooth and easy on 2" ball bearing casters—two lock. If you haven't seen one write us—we'll reply. Immediately! We call it the BMT 1832. Cramer Industries, Inc. 625 Adams St., Kansas City, Kansas 66105.

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Circle No. 99 on product card facing P. 166

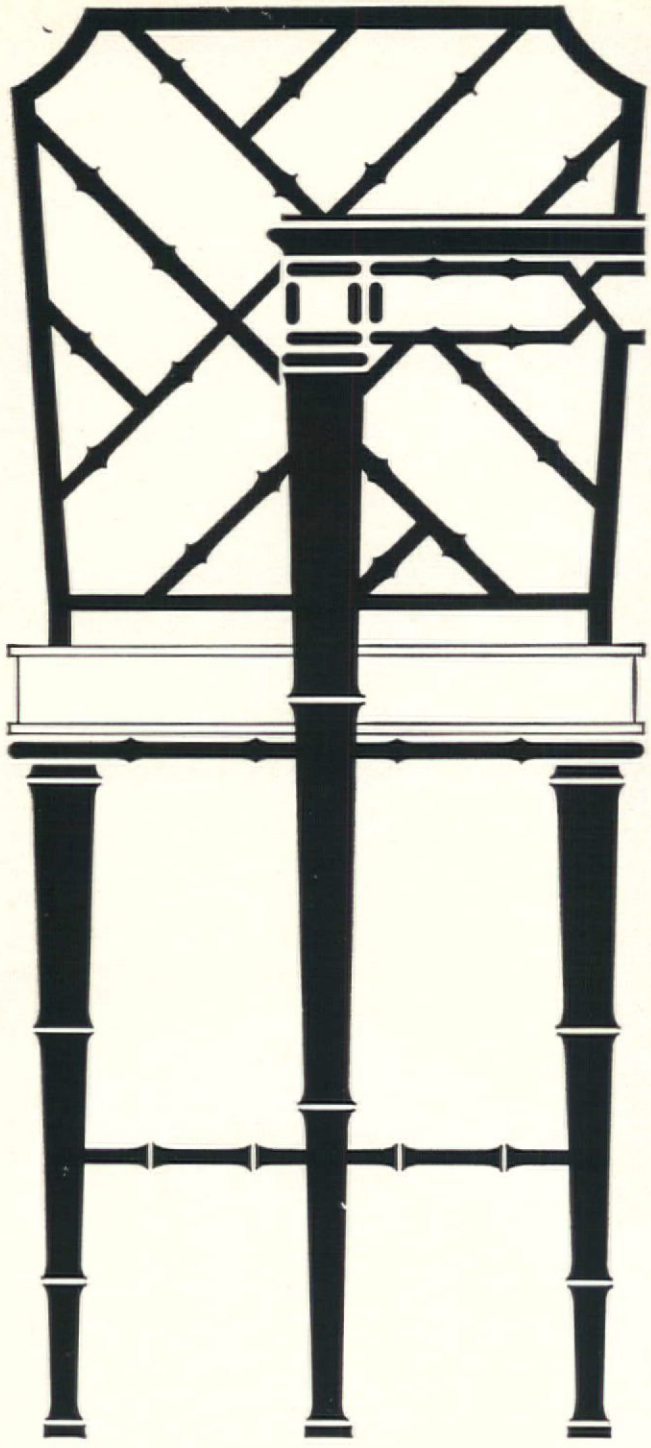


WIN ...PLACE ...and SHOW

re are three Patcraft carpets that belong in the Contract Carpet winners le! "TIGHTUFT"—made from DuPont's cationic dyeable—Nylon approved 1". "XC-427"—100% Cyanamid's Creslan® Acrylic . . . and "ENTWINE"—de from Dow Badische Zefkrome Acrylic. All three tufted on 10th gauge mparable to 270 Pitch in woven carpet construction) on primary back of ypropylene which is impervious to moisture and mildew. These fabrics de- ed for maximum performance—up to 90 tufts per square inch—at budget es. Their vibrant new colors and styling mark them as something special he Contract Carpet field. Contact mill for contract folders. PATCRAFT LS, INC., Dalton, Ga.

First in Fashion
Patcraft
CARPETS OF DISTINCTION

Circle No. 100 on product card facing P. 166



Calcutta...a tropically hot new line from Brown-Jordan. Designed by Hall Bradley. Not inexpensive—but a very good investment. Rain-proof, kick-proof triple-baked finishes on fine-cast aluminum; hand smoothed. Finish colors and fabrics of your choice. We give special attention to contract Custom Orders—and delivery requirements. Brown-Jordan contract furniture is shipped from El Monte, California and Newport, Arkansas; and can be seen at these showrooms: LOS ANGELES - 101 South Robertson Blvd.; SAN FRANCISCO - Damron - Kaufmann, Inc., 440 Jackson Square; CHICAGO - The Merchandise Mart, Space 11-112A; DALLAS - 480 Decorative Center; MIAMI - 131 N.E. 40th Street; ATLANTA - Paul Raulet, Atlanta Decorative Arts Center, 351 Peachtree Hills Avenue N. E.; PHOENIX - Linn Ledford, 777 Camelback E.; WASHINGTON, D.C. - Peggy Steininger, 2922 M Street N.W.

Brown-Jordan

Circle No. 101 on product card facing P. 166



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lighting-accessories, in

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igner: Western Service
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* Regency Hyatt House, Atlanta
designer: Ray Lang Interiors

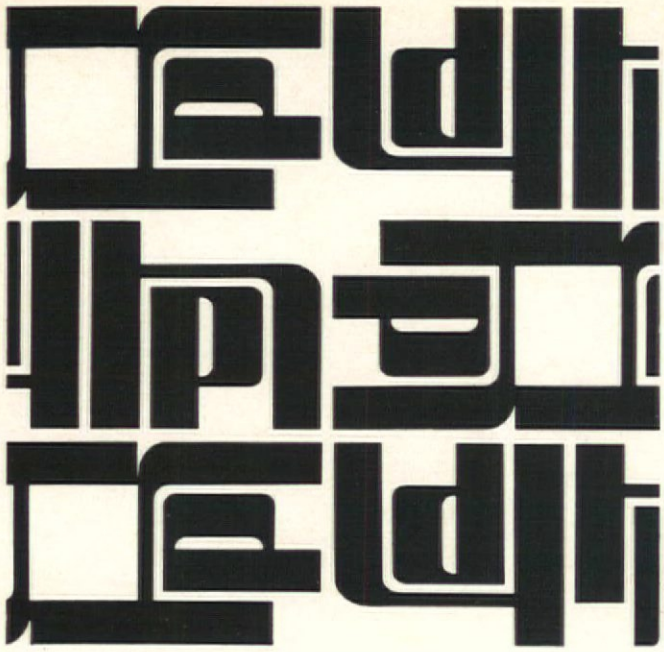


* Statler Hilton, Baltimore
designer: H. Chambers, Inc.

Rockland Industries

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Circle No. 40 on product card facing P. 166



HAND PRINTS BY DESOTO A COMPREHENSIVE NEW SOURCE FOR DECORATORS

The dream of every artist designer of wallcoverings is complete freedom of personal expression . . . even to working with the artisan in final production.

Under such conditions design finesse is no longer merely verbal. The highly personal esthetics of color control are no longer a mechanical matching process.

Deliberate underplay to achieve subtle effects becomes a reality. Elaborate designs become a possibility. The purity and clarity of color in the artist's visualization are truly expressed in the final product.

In Hand Prints by DeSoto, the decorator will find exactly what the artist designer has conceived . . . uniquely unusual designs and color combinations which will inspire the decorator and please the client.

The designers' imaginations and agents have roamed the world for design sources and color applications. Included in the collection are also contemporary adaptations of originals from the Smithsonian Institution, and both early American and Victorian-based designs.

Practicality has not been overlooked. Hand Prints by DeSoto are screened on vinyl grounds. They are easy to apply, durable and strippable. Decor may be changed without difficulty or undue mess.

Hand Prints by DeSoto include foils, gravure silks, pearlescents and flocks.

They are available through exclusive decorator channels, and may be seen at leading showrooms.

The artistic and technical skills of DeSoto are available to interior designers for custom designs and documentary reproductions.

Also available are special colorings of this collection. Production and pricing information on request. We welcome inquiries.

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Circle No. 127 on product card facing P. 166

Circle No. 131 on product card facing P. 166



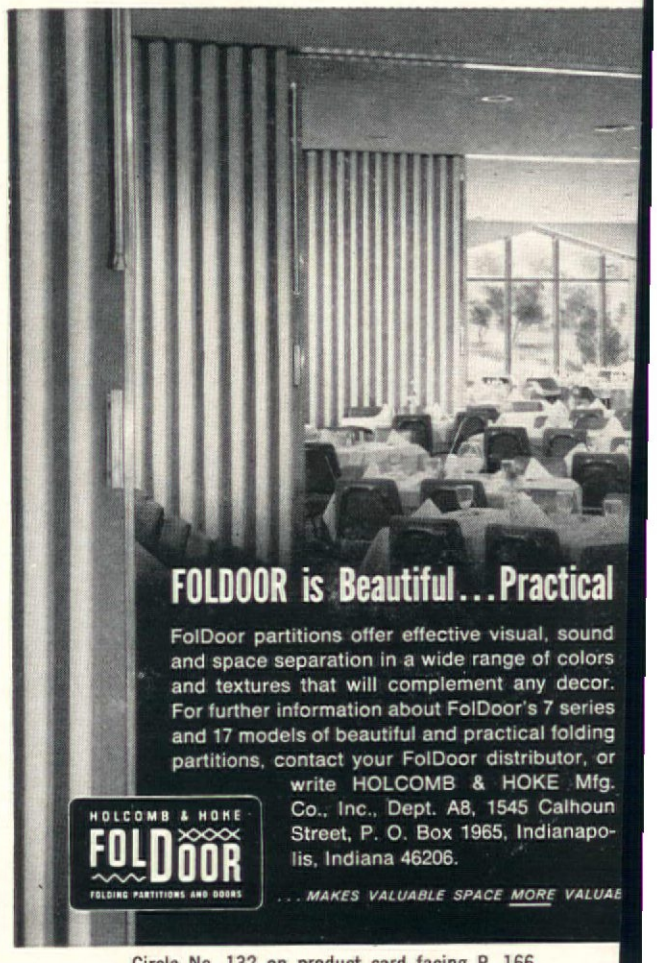
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. . . MAKES VALUABLE SPACE MORE VALUABLE

Circle No. 132 on product card facing P. 166

Genuine Early Americans Came from Sturdy Stock
Astra Chairs are made from Solid Hard Rock Maple

What could be sturdier?



When hungry Indians swoop down on you, you'll be glad you've got Astra on your side. Astra chairs will beat off attacks that would ruin ordinary chairs. The solid hard rock maple they're made from is grown high and strong in the nearby Vermont mountains where the winter temperature often drops to 40 below. Savage winds and snows weed out the weaklings, leaving the strong and noble for our use. We hand-peg and hand-wedge seats and steel-pin the joints for greater durability. Get the genuine article - Early American styling that not only makes your restaurant, hotel or motel come alive, but will save you much wampum in the years to come. Catalog on request.

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Circle No. 30 on product card facing P. 166

a piece of cake!

contract-5

by COLUMBUS



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*Ask us about it.
Also available with Hi-density foam rubber backing.

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PRODUCTS & SERVICES

Stack with style

The new stacking chair series by Scandix looks smart all by itself, and will stack quickly and easily without contacting upholstery. Strikingly designed by Mario Brunu, the chair is available with upholstered or

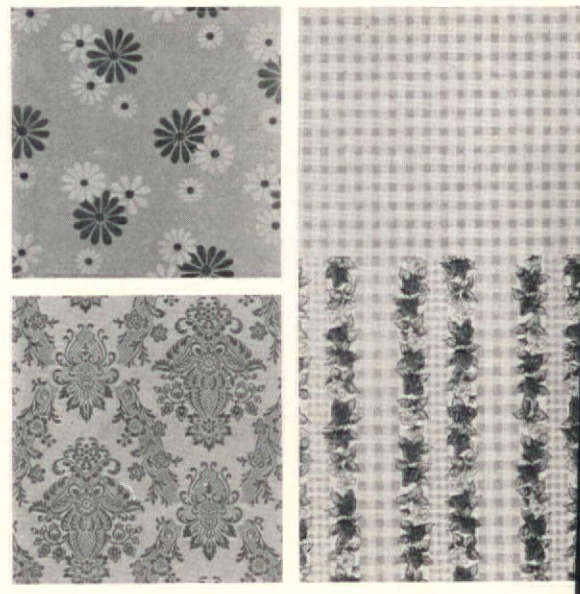


laminated plastic seat and back. The frame gleam with a mirror-polish finish. Ganging clamps for later assembly are available. Stacking arm chair an stacking tablet-arm chair will soon be available.

Circle No. 206 on product card facing P. 166

Tex-Stran 2 collection

The Thomas Strahan look comes to vinyl wallcove ings in the new Tex-Stran 2 collection. Divided in three groups—early American small prints a chintzes in authentic colorings, "important design



of handsome damask patterns and documentary productions, and liveable contemporary with fr clear colors—the collection provides a highly dive fied selection of patterns.

Circle No. 207 on product card facing P. 166

← Circle No. 128 on product card facing P. 166

Circle No. 105 on product card facing P. 166

You don't look that old . . .



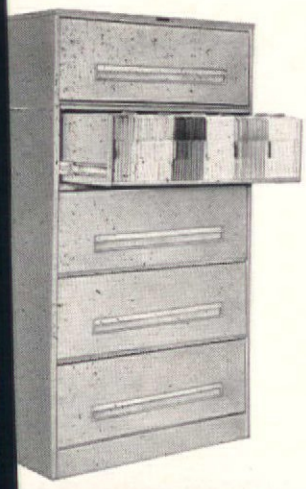
Of course I don't look old . . . with the lush finish Cypress Furniture put on me, neither sun nor wind nor rain nor salt spray bothers me . . . And we're all made of the toughest wood . . . Cypress. We'll last and last and last. The guys at Cypress Furniture made us to take the tough treatment that people give us at hotels and motels. We come in 8 great colors. Write today for our complete catalog of chairs, lounges and tables.

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See us at
National Hotel & Motel Exposition Booths 4032-4033.



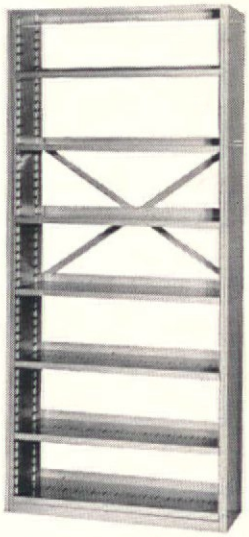
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Phosphatized baked-enamel gives a lasting, attractive finish. Rugged U-beam reinforcement and heavy gauge construction are standard features.

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Circle No. 106 on product card facing P. 166

well stacked!

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Write for literature on business letterhead.





scandix
DESIGNS, INC.

PRODUCTS & SERVICES

CONTINUE

Lounge seating

Davis Furniture Industries has introduced the ne 5000 series of lounge seating and tables. This seri is available with either tight or loose seat cushi

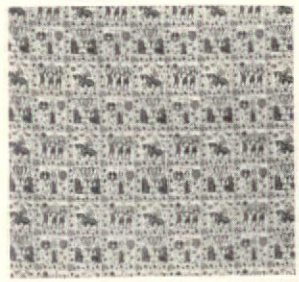


construction. Both mirror chrome or solid waln bases are available. Table tops are wood or sue Formica. All pieces are designed in leathers, viny and fabric.

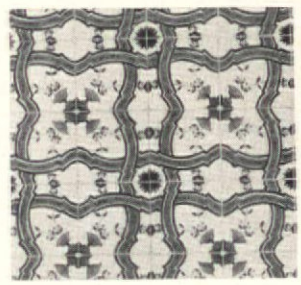
Circle No. 208 on product card facing P. 166

F. Schumacher collection

Four of the F. Schumacher & Co. collection of Clip Cargoes fabrics, new this season, reflect the roma of America's Clipper Ship trade with Europe and Far East during the 19th Century. Brightly colo tiles, Montigo, is a faithful copy of a favorite Sp ish motif on 36 inch chintz. Sail and Steam, a









inch printed linen, is a montage of an intere sailing notice, ships and signboards of old wh days. Tapa, a 50 inch printed linen, adds an A flavor to the group. Festival, a 51 inch brocade the feeling of an old medieval tapestry is scale today's furnishings.

Circle No. 209 on product card facing P. 166

← Circle No. 123 on product card facing P. 166



You can achieve the unusual in background beauty for your hotel and motel guest rooms with

VAN LUIT

WASHABLE & STRIPPABLE

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WALLCOVERINGS

Hundreds of outstanding designs and colors to select from.

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Confetti Whirl
on the ceiling
Confetti
sprinkling down the walls

Albert Van Luit & Co.

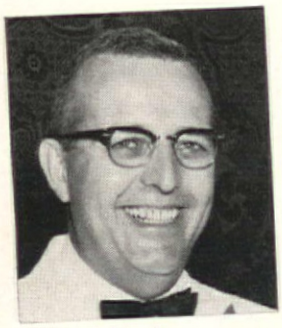
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Ask Laird Ewing owner of the New Sheraton-Pittsburgh.



Mr. Ewing had never owned a Motor Inn before. For the first time, he had to choose furniture for 187 rooms. Big responsibility. Even though he was greatly attracted by our Bali Hai design, he wanted advice from old pros in the Inn business. So he asked around. What kind of a company is American of Martinsville? Is their furniture as good as it looks? Do they give good service?

All the answers were right. So, Mr. Ewing bought 187 rooms of Bali Hai by American of Martinsville. And he'll never be sorry. We stake our reputation on it. Any questions? Write A. R. Coskrey, American of Martinsville, Martinsville, Va.

AMERICAN OF MARTINSVILLE

Interior design for Sheraton-Pittsburg by Revere Furniture & Equipment Co. of Washington, D.C.

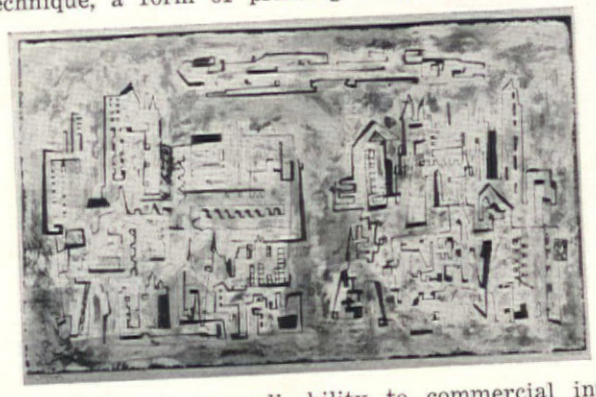
Circle No. 110 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Western American serigraphs

A comprehensive survey by Pictures for Business of works by graphic artists from the Mid and Far West, comprises almost 200 works using the serigraphic technique, a form of printing from silk. Especially



selected for their applicability to commercial interiors, the majority are larger in size than typical graphics and feature a wide range of subject matter. Artists include Dorothy Bowman, Bob Click, Harry Krug, and Ginger Osgood, whose City Calligraphy is shown here.

Circle No. 210 on product card facing P. 166

New modular seating

Krueger Metal Products has designed a modular seating D series, to provide greater flexibility and convenience in multiple seating. Two, 3, or 4 unit shell/table combinations are mounted on bases that feature brushed aluminum legs and polished aluminum uprights with colored accent stripes. Arm or armless shells in smart, contemporary designs are contour shaped.

Circle No. 211 on product card facing P. 166

Patterns in two scales

Carnation and Crazy Key are the names of the new Justema wallpatterns. Each pattern is printed in two scales, one very bold, the other almost a texture. Used in conjunction, the small scale pattern will produce





an illusion of distance. Eight stock colorways include white on black for both; shocking pink on red, and lime on turquoise for Carnation; Gold on yellow, and silver on gunmetal for Crazy Key.

Circle No. 212 on product card facing P. 166

Circle No. 110 on product card facing P. 1

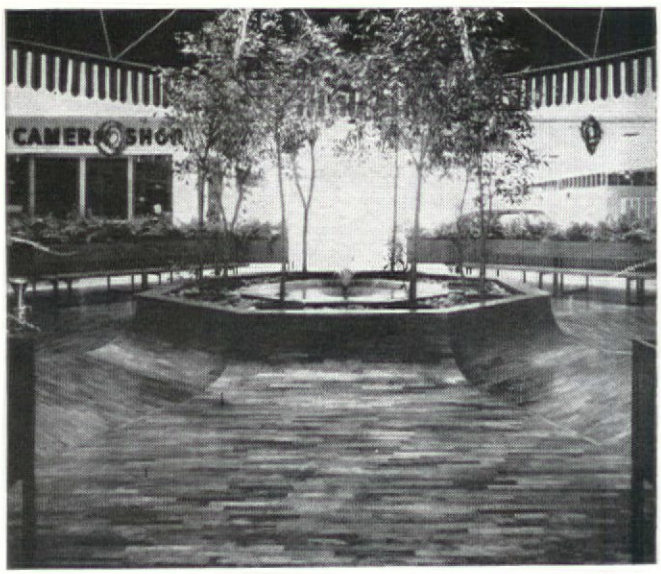


Don't just put your guests up. Put them in clover.

Woo them with the most beautiful furniture you can find. Treat them to rooms so rich, so luxurious, that they'll come back again and again. At American, we design furniture with a built-in welcome. ☐ Send for our brochure, and see our entire line. Enclose 25c to Carolyn Langley, American of Martinsville, Martinsville, Va. Or visit our showrooms: New York, Chicago, San Francisco, Dallas, Atlanta, Martinsville, Va.

AMERICAN OF MARTINSVILLE

From our 16-piece Bali Hai group.



Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects

Move up to the elegance of "Thai-Teak" Floors

WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is the most elegant flooring in the world. It's lustrous and luxurious . . . easy to maintain with just an occasional waxing . . . withstands the hardest wear . . . resists termites, rot, decay. And now, Thai-Teak is available at a cost that compares with medium-priced carpet and vinyl . . . and comes in 85 different patterns. Only Bangkok Industries offers you this endless variety.

See our insert in Sweet's Light Construction Catalog. For complete details, attach coupon below to your firm's letterhead.

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☐ Please have your representative call on me.

NAME_____

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Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects



Circle No. 112 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Italian imports

Two unique and distinctive lamps have been added to the Safran & Glucksman, Inc., collection. The classical Roman Legion Helmet lamp, hand hammered in Florence, rests on a distressed chestnut base. The shade



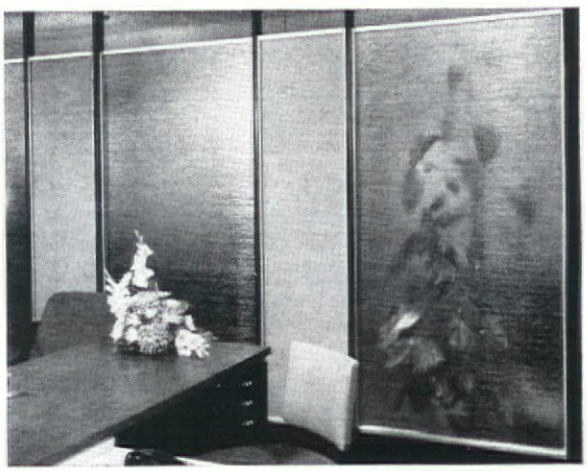


is beige silk shantung over vinyl. The Trecentesco Scrolls lamp is ceramic and incorporates raised gold leaf on a burnt orange surface. Its Florentine wood mounting is hand carved. The shade is vinyl covered by fabric and decorated with gold lace trim.

Circle No. 213 on product card facing P. 166

Partitioning with panels

Grassweave patterned glass by Libbey - Owens - Ford Glass Co., creates a beautiful and functional area,



conveniently and at comparative small expense. The patterned glass is obscure enough to provide privacy yet transmits enough light to unite with other space

Circle No. 214 on product card facing P. 166

Stretch upholstery fabric

A new woven stretch upholstery fabric, designed especially for bubble or contour chairs, is one of the Contoura Group marketed by Goodall Fabrics. The fabric, made of textured-set nylon yarns in a homespun weave, will enable manufacturers to obtain the "fits like a glove" look.

Circle No. 215 on product card facing P. 166

Circle No. 113 on product card facing P.



When *Beauty* has to go all the way...

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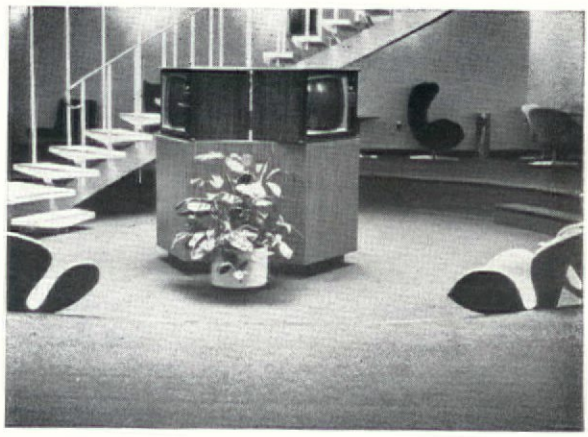
Circle No. 114 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Carpeted lounge

Sunken central lounge in the new dorm and dining hall at Wilkes College features beige-brown wall-to-wall carpeting of A.C.E. (Allied Chemical Engineered)

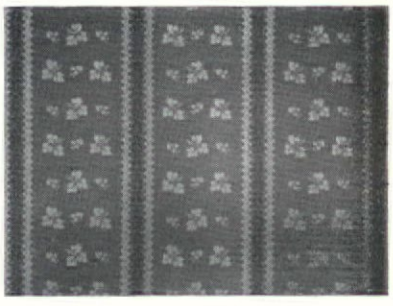


nylon. The woven, multi-toned carpet manufactured by Seamloc Loma-Loom, was installed throughout the three story structure. A.C.E. nylon was chosen for ease of maintenance, plus its acoustical and esthetic advantages.

Circle No. 216 on product card facing P. 166

Colonial wallpapers

The fifty-fourth edition of the Birge Co.'s colonial collection of wallpapers includes the pattern reproduced for the restoration of the famed Ford Theatre



in Washington, D.C. The rich burgundy red background, the leaves and filigree stripe of Pompeiian pink and the fine vine design printed in ivory black are faithful reproductions of the original.

Circle No. 217 on product card facing P. 166

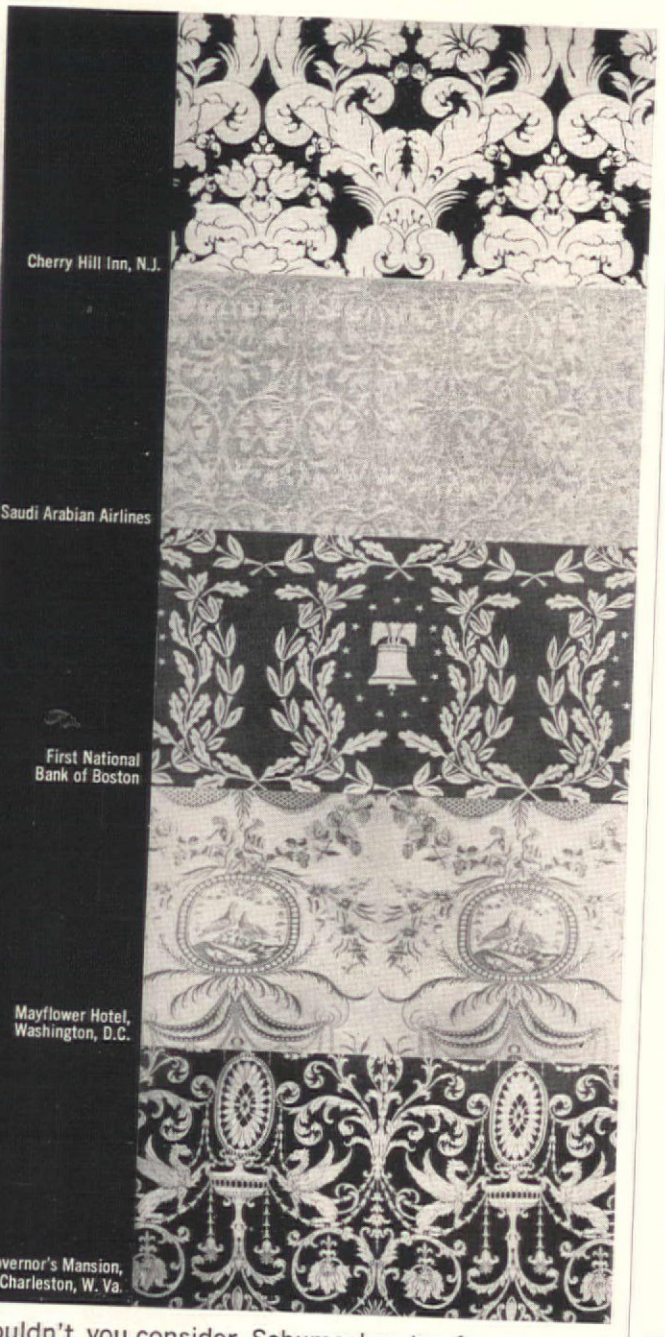
Fire-safe hospital curtain

A fire-safe cubicle curtain has been developed for hospital use by Owens-Corning Fiberglas Corp. Called the Fiberglas Beta Cubicle Curtain, it won't burn, melt, char, or create toxic fumes, and in the event of a hospital fire, can be used as a protective covering for the patient. In addition to the safety feature the curtain is almost maintenance free and opaque. It is available in eight pastel shades in standard and special sizes.

Circle No. 218 on product card facing P. 166

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Circle No. 115 on product card facing P. 166

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Circle No. 116 on product card facing P. 166



HIS TABLE

makes many different arrangements

for almost any function. This is King Arthur's folding Serpentine Table with hidden, slide-away connectors. Join them together for circular conference or serving setups, serpentine shaped buffets or curved ends to round off a conference, meeting or seminar setting. Then fold them, stack them and store them in very small space. Part of the

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PRODUCTS & SERVICES

CONTINUED

New vinyl upholstery fabric

Stauffer Chemical Co.'s new vinyl upholstery fabric, Medallion, was suggested by Renaissance matelasse design. Inlayed rosettes on a puff background have a classic, sculptured appearance. Each rosette is

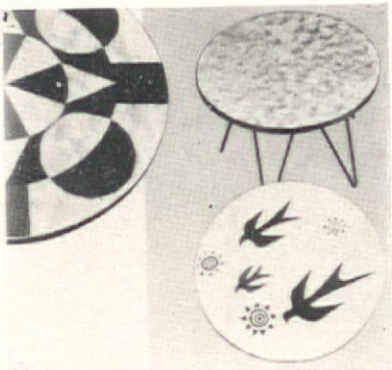


about 2½ inches across. The overall pattern is non-directional and suitable for most furniture. Medallion is available in eight colors.

Circle No. 219 on product card facing P. 166

Sparkling table tops

Capiz shell from the Orient, sparkling with natural mother of pearl, is used by Walker & Zanger to create attractive, custom-designed table tops. The shells are embedded in crystal-clear polyester and

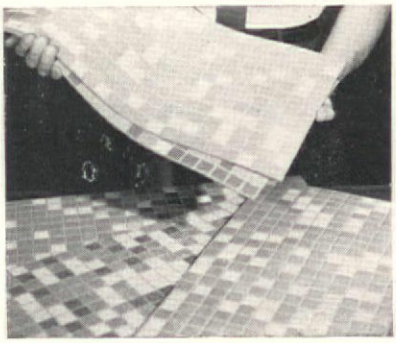


bonded onto heavy, warp-free plywood, to form a top that is glass smooth and resistant to scratches, heat, and alcohol.

Circle No. 220 on product card facing P. 166

Flexible ceramic tile panels

Developed and patented by Tile Council of America, flexible ceramic tile panels are expected to sharply reduce installation time and costs and thus, increase



the potential for ceramic tile. The panels, which are pre-grouted with resins, can be installed in large sheets with various types of adhesives even on curved surfaces and they can be cut to any desired shape.

Circle No. 221 on product card facing P. 166

← Circle No. 117 on product card facing P. 166

Circle No. 118 on product card facing P. 166

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Top row: Model 5314 CB metal stack chair, Warwick Hotel, Houston; Bottom row: Model 2600, the Fox Hills Country Club of Mishicot, Wisconsin.

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Circle No. 119 on product card facing P. 166



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PRODUCTS & SERVICES

CONTINUED

Far East collection

Ming colors and forms are the theme of Haeger Potteries Far East Lamp collection for 1967. The original fourteenth to seventeenth century Ming porcelains

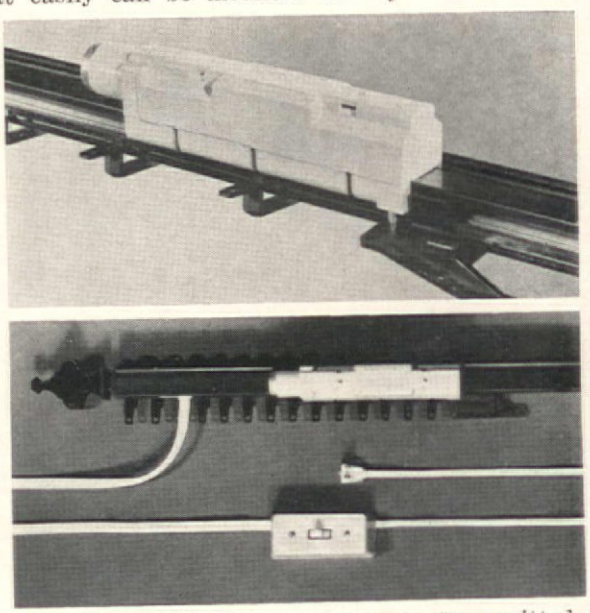


have been authentically reproduced in lamp bases of oriental yellow, cinnabar, satin olive and gloss black with shades of white silk nub, imported linen, or ebony opaque. Style texture and color give interest to a contemporary lamp in a bullet-shaped design with walnut mount and top trim.

Circle No. 222 on product card facing P. 166

Electrac drapery rods

Kirsch Electrac employs a revolutionary linear motor. Two parts—a hidden-from-view power capsule and a specially-designed rod—comprise the linear motor which runs silently because it has no gears, no bearings, and no moving parts. Powered by 110-volt household current, the Electrac is controlled by a switch that easily can be mounted in any location. When



the switch is turned on, current is transmitted t the rod track, which in turn creates a magnetic fiel that activates the small, concealed power capsule lo cated in the back of the rod.

Circle No. 223 on product card facing P. 166

← Circle No. 120 on product card facing P. 166



Add Krueger Tables and Seating Comfort to your menu

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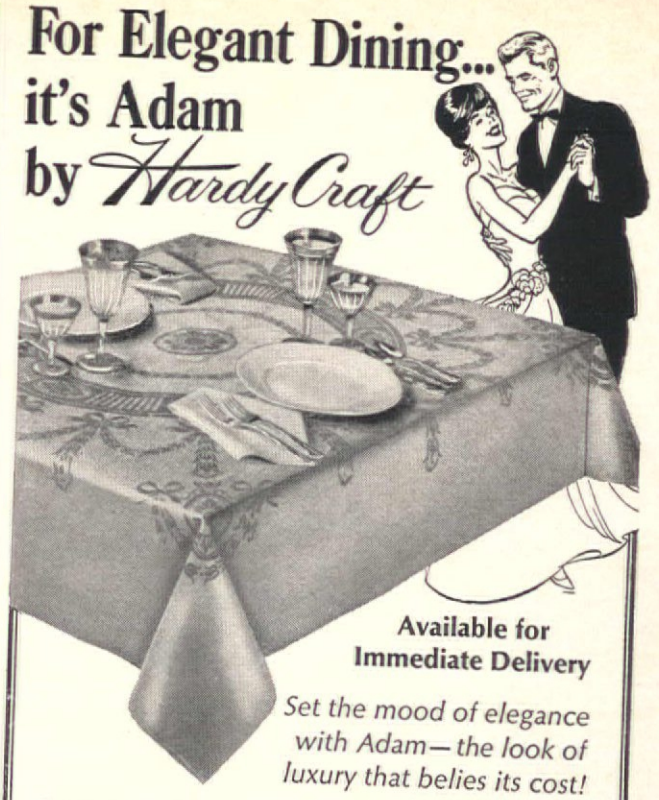


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Circle No. 121 on product card facing P. 166

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Circle No. 122 on product card facing P. 166

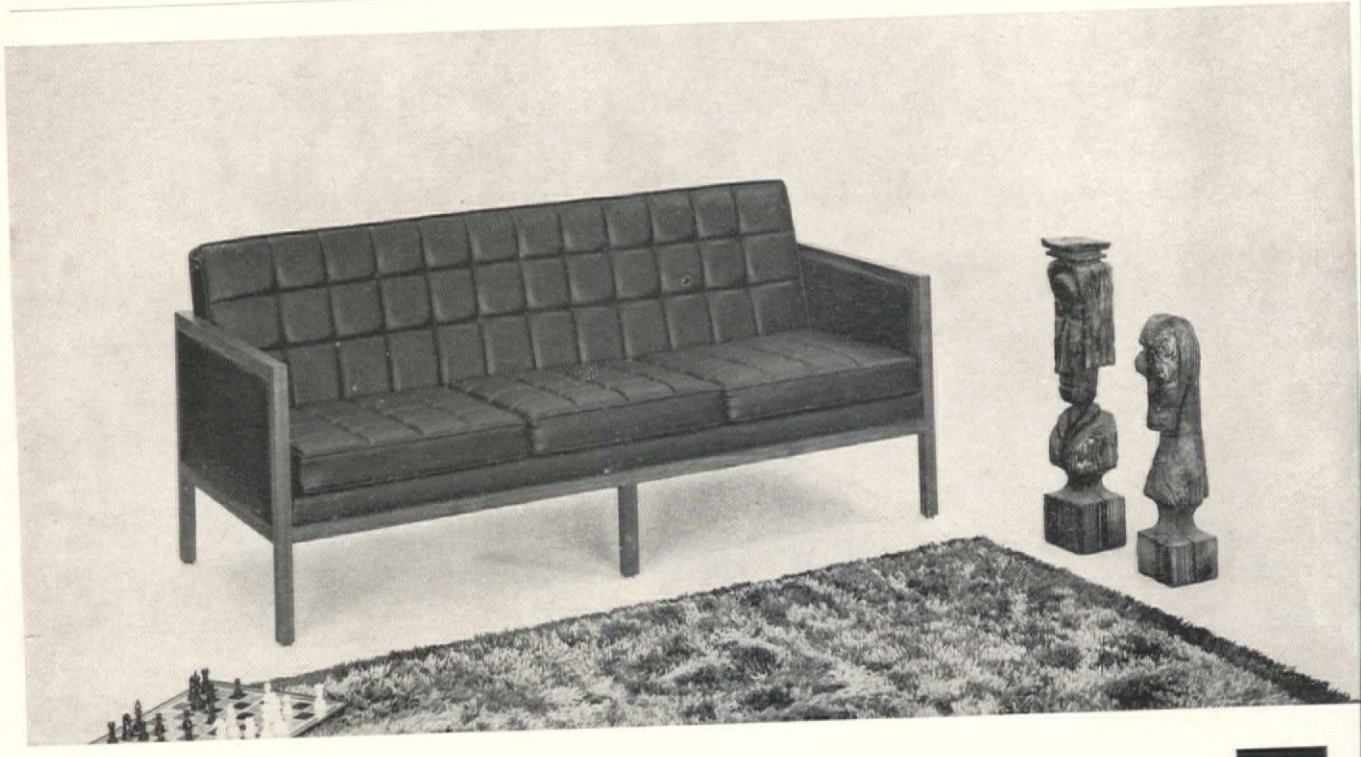
Circle No. 125 on product card facing P. 166

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Circle No. 93 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Two additions to Century line

Brown-Jordan has added two new designs to their Century line of metal furniture. They are a lounge

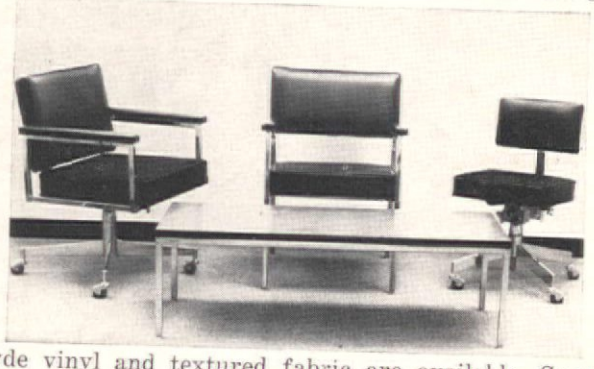


chair and ottoman of tubular aluminum with wide vinyl straps.

Circle No. 224 on product card facing P. 166

V21 swivel chair

Virco Mfg. Corp. joins the executive office furniture field with the new V21 line. Highlight of the group is the executive swivel chair with a contoured back design. Seven color combinations of Nauga-



hyde vinyl and textured fabric are available. Secretarial posture chair, and all-vinyl side chairs, with or without arms are included in the group. Companion table in wood grain plastic-laminate finishes complete the line.

Circle No. 225 on product card facing P. 166

Early American look

Early American styling and sturdy construction by Authentic Furniture Products combine with a rich



hand-rubbed finish to create distinctive furniture for dining. Pedestal table with a mar and heat resistant top is available in several sizes.

Circle No. 226 on product card facing P. 166

Circle No. 124 on product card facing P. 166 →



FRANCISCAN DESIGN: DELMONICO NO. 1450 *Photographed at the California Palace of the Legion of Honor in San Francisco*

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PRODUCTS & SERVICES

CONTINUED

Oriental influence

Designed by Tadao E. Inouqe, the Torii Group by Thinline Mfg. Co., represents a subtle blending of the graceful lines found in oriental designs with the ruggedness of wrought iron. Fabricated from 5/16-inch



wrought iron rod and one-inch flat banding, the result is a light, delicate design, with a feeling of strength and durability. The 48-inch dining table has a 3/16-inch tempered glass top; the chair is 18-inches in diameter with a 2-inch boxed foam cushion.

Circle No. 227 on product card facing P. 166

A new Bentwood

A recent development from Thonet Industries is the upholstered Bentwood chair No. 2828, which has a



newly shaped one-piece back. Designed for use in dining and meeting rooms, the seat and back insert may be upholstered in vinyls or soft fabrics. The frame is available in a variety of wood finishes.

Circle No. 228 on product card facing P. 166

Aztec cocktail table

Kessler Industries, Inc. has used cast aluminum to create an Aztec cocktail table with a reproduction of



the Aztec calendar as the top and Aztec gods for the legs. The table is in a terra cotta stone finish.

Circle No. 229 on product card facing P. 166

Circle No. 133 on product card

Circle No. 130 on product card facing P. 166

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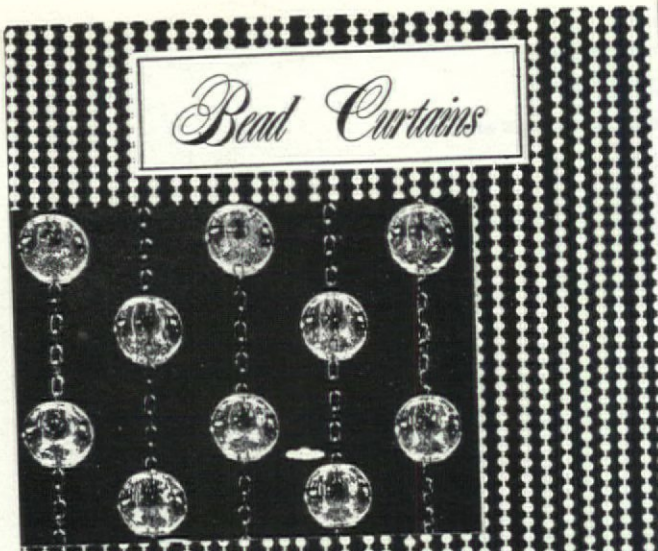
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Circle No. 107 on product card facing P. 166



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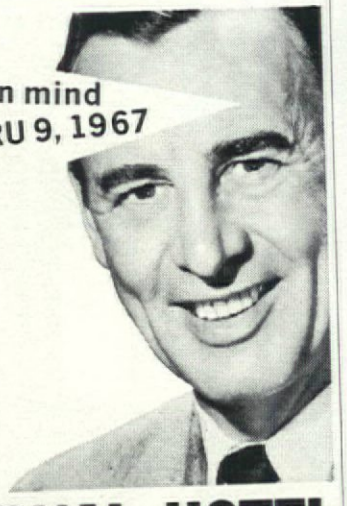
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Circle No. 134 on product card facing P. 166



Detail, Hunt installation at Lombardo's Rest, Harrisburg, Pa. Visit Hunt at Booth #2086.

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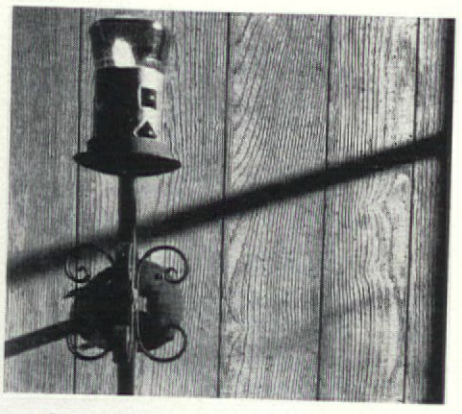
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Circle No. 108 on product card facing P. 166

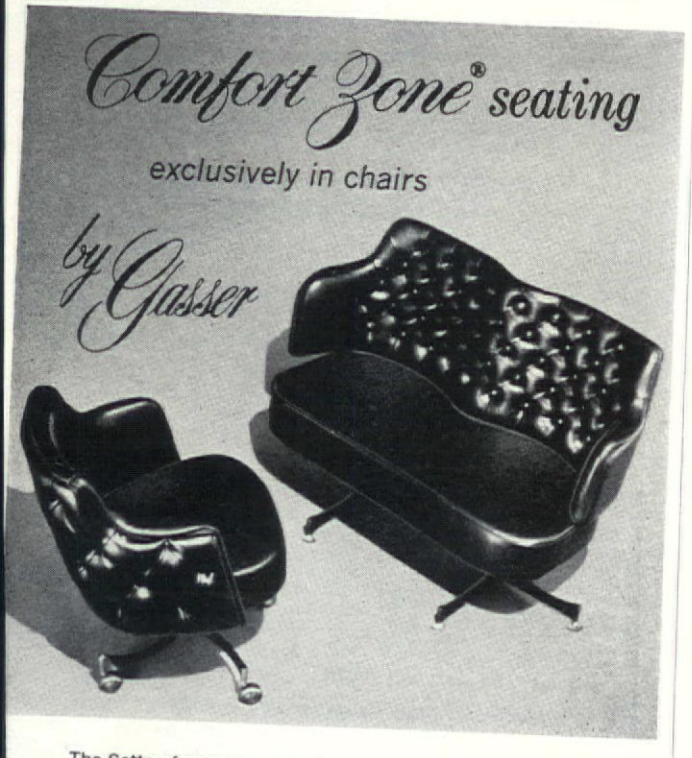
Colonial Chestnut paneling

Armstrong Cork Co. has entered the wall paneling business with a new concept in design. Called Colonial Chestnut, the new material is an authentic-looking reproduction of wormy chestnut planks. The paneling



is deeply embossed to provide a rugged, rough-textured, three-dimensional surface, which suggests planks that have been gently weathered and aged to an antique-like finish. Available in 4 by 8 foot size, the panels are 5/16-inch thick to provide for the deep embossing.

Circle No. 231 on product card facing P. 166

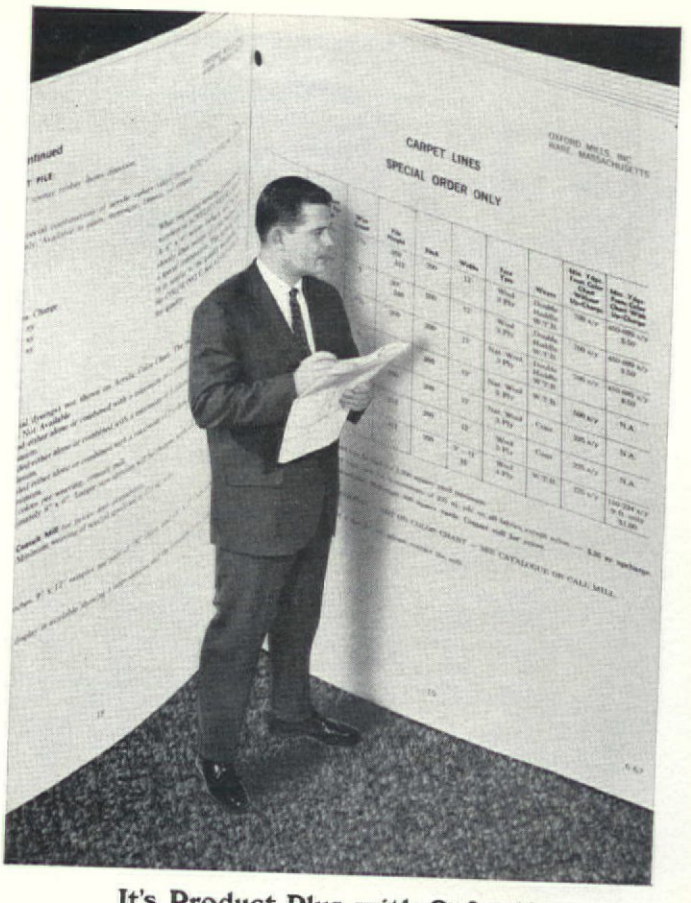


The Settee for two, companion to the 907 Lounge Chair, with all its comforts and distinction, is recommended for both dining and lounge seating.

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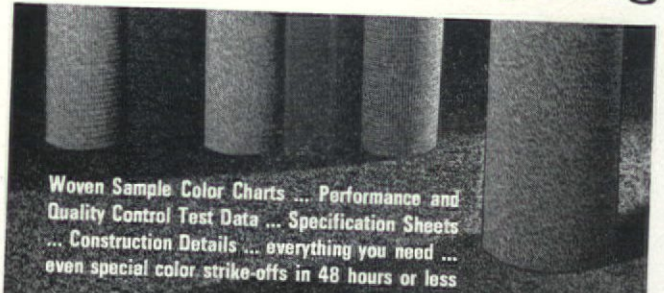
Circle No. 135 on product card facing P. 166



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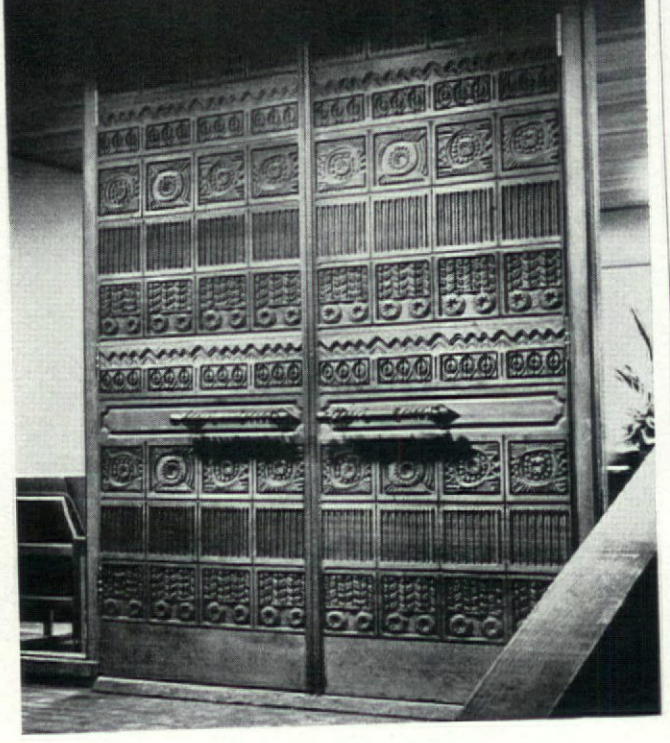
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Circle No. 137 on product card facing P. 166

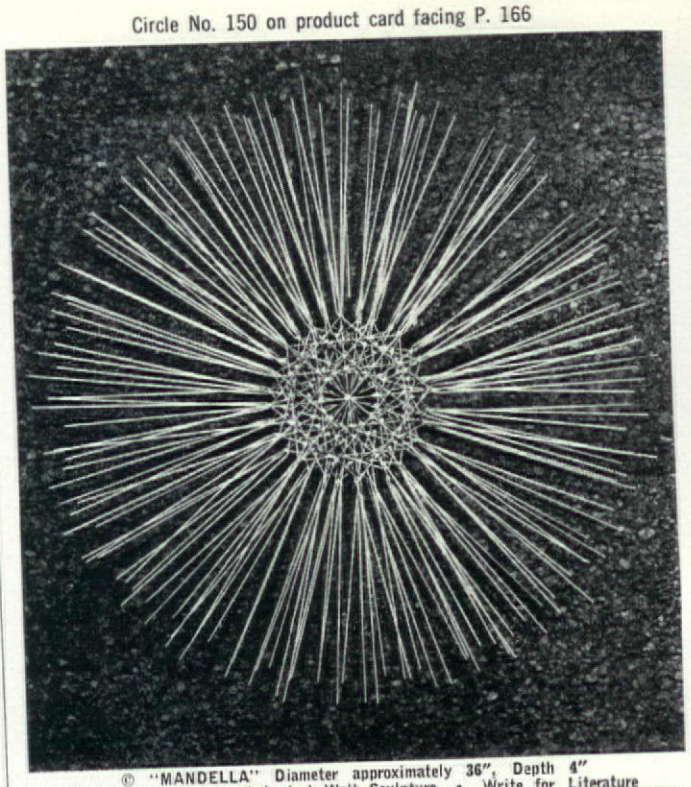
Circle No. 138 on product card facing P. 166

FORMS & SURFACES

Carved wood panels — over 200 original designs.
Carved doors — largest selection anywhere.
Sculptured plastic doors & panels — durable, colorful.
Handcrafted door pulls . . .
Box 5215 Santa Barbara California 93103



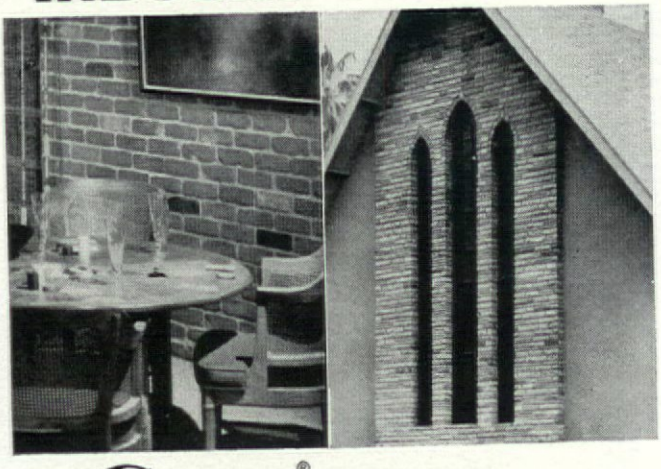
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© "MANDELLA" Diameter approximately 36", Depth 4"
Gold Leafed copper coated steel Wall Sculpture • Write for Literature

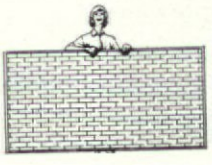
WILLIAM *Bowie*
THE SCULPTURE STUDIO INC.
202 E. 77th ST., NEW YORK 10021 UN 1-8480

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CAVROK® IS SENSATIONAL

Cavrok brings the realism and beauty of brick, stone and wood in 4' X 8' reinforced fiberglass panels. Easy to apply over new or existing walls, with hammer and nails or Cavbond, the interior/exterior adhesive.



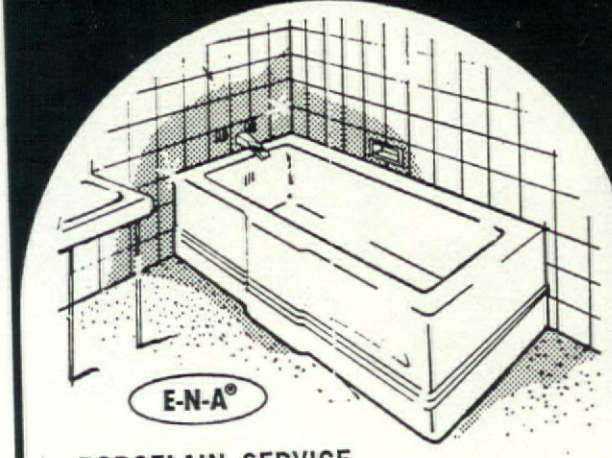
On display at fine lumber dealers, or write . . .

CAVROK SALES INC.
55 High St., Hartford, Conn.

Circle No. 139 on product card facing P. 166

PORCELAIN BATHTUB REFINISHING

SAVE UP TO 80% OVER REPLACEMENT



PORCELAIN SERVICE

On location "thermal-fusion" restores bathtubs to glossy smooth . . . and they last like new . . . more chemical and acid resistant than original porcelain. Crews of skilled technicians coast-to-coast. Even bathtub manufacturers use E-N-A SERVICE. **SEND TODAY FOR FREE BROCHURE**

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Circle No. 151 on product card facing P. 166

PRODUCTS & SERVICES

CONTINUED

Seven new patterns, led by the Old Town pattern, have been added to General Electric Textolite decorative surfacing materials. The package leader, Old



Town, is a reproduction, in shades of warm black, gray, and faded brown, of authentic newspaper/magazine ads from the 1890 era. Like all Textolite patterns, which now number 117, this group is easy to clean and highly resistant to wear, heat, stain, burns, and marring.

Circle No. 230 on product card facing P. 166

Product information rushed to you via computer. Use free reader service card facing page 166.

TERRA



SAN FRANCISCO KNEEDLER FAUCHERE
LOS ANGELES KNEEDLER FAUCHERE
NEW YORK LUTEN CLEARY STERN
SEATTLE KNEEDLER FAUCHERE
ATLANTA PAUL B. RAULET
CHICAGO JOHN STRAUSS
DALLAS E.C.DICKEN

Circle No. 136 on product card facing P. 166

Circle No. 140 on product card facing P. 166

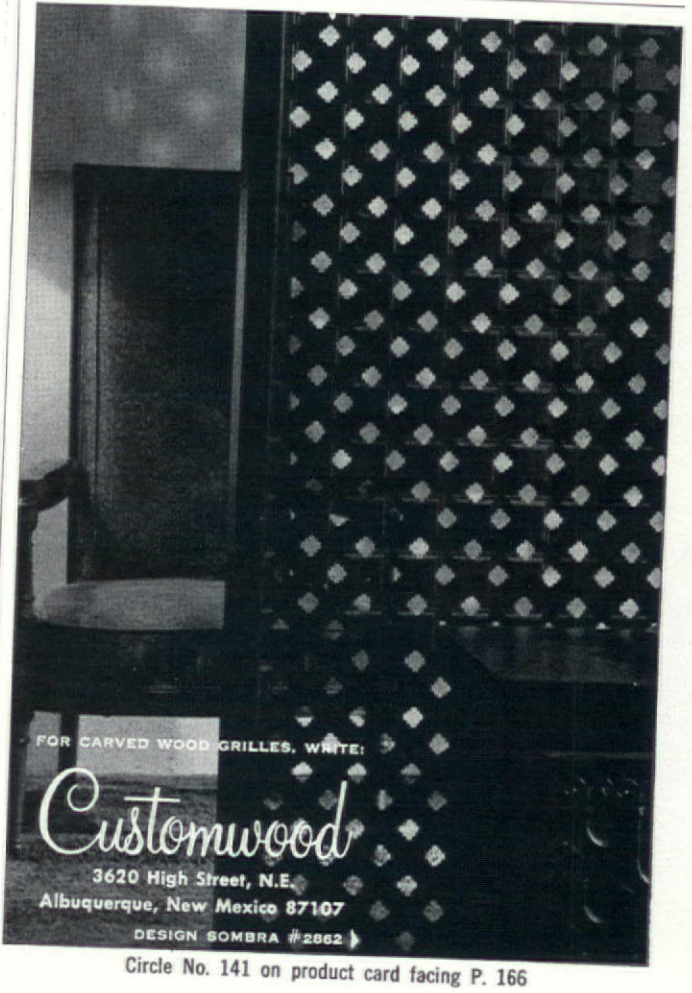
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CAPTAINS CHAIRS
BAR STOOLS
IMMEDIATE DELIVERY!



#2002 Bar Stool—
Swivel seat, semi-upholstered seat and back. Any wood finish, any vinyl color. Anodized aluminum ring.

#2000 Bar Stool—
Full upholstered seat and back. Any wood finish or vinyl color. Anodized aluminum ring.

KING ARTHUR CHAIR CO., INC.
Largest On Hand Chair Stock in the South!
5501 N.W. 36th Ave., Miami, Florida 33142. 305 635-6650; 635-3066



Circle No. 141 on product card facing P. 166

Circle No. 142 on product card facing P. 166

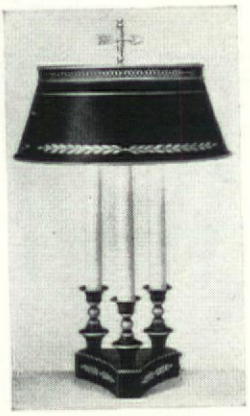
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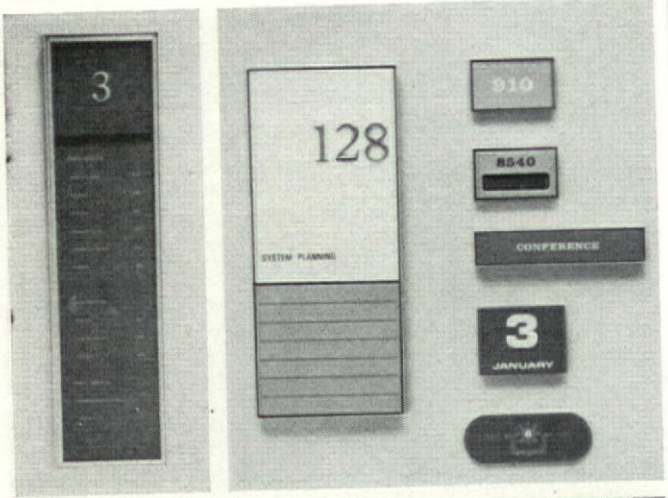
200 styles *Catalog Available*

MAISON TOLE

By

HERMAN KASHINS

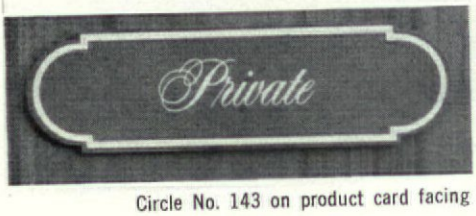
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Typical architectural graphics designed to meet the specific needs of the architectural/design field.



Vomar Products, Inc.
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Phone 842-2022—Area Code 213





Circle No. 143 on product card facing P. 166

MANUFACTURERS' LITERATURE

Modern of Gardner's 26-page brochure shows tables, chairs, and sofas for hotels, motels, colleges, hospitals, nursing homes. The pieces feature dry-kiln Northern hardwoods, glued and dowelled joints with glued and screwed corner blocks for extra sturdiness.

Circle No. 239 on product card facing P. 166

The new, 26-page catalog describes Roland Lighting's new custom collection. The firm imports, manufactures, and designs early colonial, English, Continental and antique reproductions. The catalog is fully illustrated, complete with specifications.

Circle No. 240 on product card facing P. 166

Newest handbook from Gasser Chair Co. is vinyl-covered, loose-leaf binder with 60 pages of product description. Lavishly illustrated, the package describes construction methods in detail as well as fully illustrating variations in finish and design of each item. Included are luggage racks, table bases, and other specialty products.

Circle No. 241 on product card facing P. 166

Simplified guide specifications for architects and a comprehensive check list for using fine hardwood veneers are major additions in a revised issue of "Fine Hardwood Veneers for Architectural Interiors," published by the Fine Hardwoods Assoc.

Circle No. 242 on product card facing P. 166

Circle No. 144 on product card facing P. 166

#600—Arm or Side

A very popular motel or apartment chair—

We also make Italian and Spanish designs—

Contact us—

HOLMAN

Manufacturing Company, Inc.

Pittsburgh, Texas



CUSTOM MADE ORIENTALS

DESIGN REPRODUCTION RUGS

now offered for the first time in custom made sizes in addition to our regular stock sizes.

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BROADLOOM IMPORTS, Inc.

34 East 29th St., N.Y. 10016 • (212) 685-6820

Circle No. 145 on product card facing P. 166

A new brochure from NVF Company, Wilmington, describes uses of lumber overlaid with Forbon vulcanized fiber and portrays a commercially available system for continuously laminating Forbon to lumber at speeds over 100 fpm. Forbon provides a smooth, paintable and paint-retaining surface for lower grades of lumber and can be treated exactly like wood itself.

Circle No. 243 on product card facing P. 166

Azrock Floor products has issued a new portfolio entitled "Vinyl Asbestos Tile Vs. Carpet for Institutional Installations." A direct comparison is made between vinyl asbestos tile and commercial carpet as to initial and replacement costs, maintenance and durability of each. Also included are editorial reports, data on costs, and product information.

Circle No. 244 on product card facing P. 166

New 16 page, full-color booklet "Decorated Tile" shows over 40 decorated tile designs, including eleven new designs. Made in hundreds of color combinations and coordinated with American Olean's large color palette, these tiles will add individuality to any ceramic tile installation.

Circle No. 245 on product card facing P. 166

Townsend Paneling, in its new folder, shows several installations and full color photos of eight woods and three grades of hardwood paneling. The company also provides specifications to aid the designer select the best paneling for the job.

Circle No. 246 on product card facing P. 166

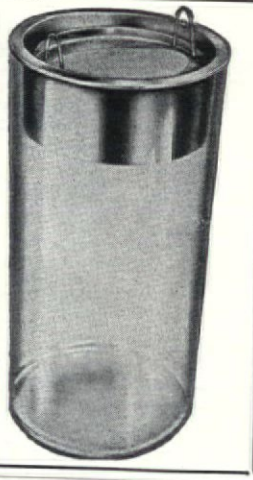
Circle No. 146 on product card facing P. 166

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GOOD DESIGN

PYREX GLASS SAND URN •

	Ht.	Dia.
#850	18"	8¾"
#1050	18"	12"
#1250	24"	12"



- sand urns
- wall ash receivers
- smoking stands
- waste baskets
- waste receptacles
- ash trays
- wardrobe racks
- costumers
- planters
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Catalog on Request

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Position is in our Architectural Design Branch at Knoxville, Tennessee.
Excellent benefits, including a voluntary investment plan.
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Knoxville, Tennessee 37902
An Equal Opportunity Employer

Circle No. 148 on product card facing P. 166

FREE CHAIR INFORMATION
(Check literature desired)

- Guide to Proper Seating.
- Furniture Glides & Resilient Floor Problems.
- Combustion Qualities of Chairs.
- Buyers' Guide for Chairs.

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☐ *Looking for new ideas to bring my files up to date.*
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C10

chairs
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tables
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bar stools
counter stools

Current Catalog 1-65 and Supplement 7-66

COMMERCIAL FURNITURE IN ADVANCED DESIGN
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No. 21DT Director's Table—No. 97 Barrel Chairs

SCERBO BOARDROOM FURNITURE

Just one of several director's tables in the distinguished Scerbo DT Series featuring functional beauty and design individuality for the conference room. Crafted in the finest woods, in a variety of shapes and sizes.

Catalog upon request

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MAKERS OF FINE MODERN AND TRADITIONAL OFFICE FURNITURE

Circle No. 149 on product card facing P. 166

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CONTRACT will help you get full information on any of the products and services shown in this issue. Use this postage-paid air mail card to request more information on all advertised products, services and literature. At the heart of our recently installed processing system is a new hi-speed computer printer. This advanced system enables us to speed your inquiries direct to the manufacturers on a regular weekly basis. A number identifies all advertisements and product items. Circle the corresponding numbers on the cards at the right, fill in your name and address and other requested information, and mail. Each company will send you full information. There is no charge or obligation for this service.

TO KEEP INFORMED AND UP-TO-DATE, USE THIS CONVENIENT **FREE AIR MAIL INQUIRY** SERVICE WITH EACH ISSUE OF CONTRACT.

MANUFACTURERS' LITERATURE

A very comprehensive catalog has just been issued by Janet Rosenblum Inc., manufacturer of business furniture. In looseleaf form, the catalog presents photos of the complete line, price lists accompanied by line drawings, plus itemization of sizes, finishes and materials in which the pieces are made. The Janet Rosenblum line includes seating, desks, file cabinets, draughtsmen's furniture, conference tables and specialized items such as fitting stools for shoe stores, modular multiple seating arrangements, benches and stands.

Circle No. 247 on product card

The new McCordi Corp. brochure offers countless suggestions for contract wallcovering situations and is fully swatched with the actual materials. The swatch colors are clear and bright, the photographs excellent, and the language easily understandable.

Circle No. 248 on product card

Another "Better Idea" from Ford Fabrics, knitted vinyl fabrics called Comfortweave. An informative guide is now available, containing information and data on how to speciy vinyls, providing pertinent information on the many applications of vinyl fabrics, and telling why and how to specify the right vinyl for each covering application.

Circle No. 249 on product card



Circle No. 158 on product card

Circle No. 152 on product card

The Source
FOR FINE ART TO THE TRADE



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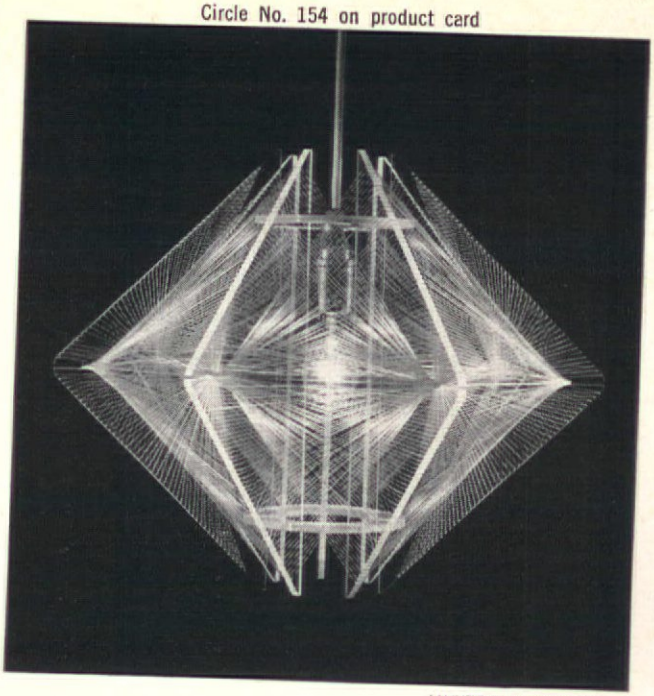
A double duty
slim-line sofa
from our popular
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Selected Territories Available For Qualified Reps

MAKE
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IMPRESSIONS
COUNT



with PLUSH COVER ENTRY MATS!

Luxurious, sculptured Plush Cover mats and matting establish a mood of elegance, where it counts, at your entryways. Doubly useful, the deep nylon pile catches and holds sight unseen tracked-in street dirt or grime. Reduces floor maintenance costs. Solid vinyl back keeps moisture and dirt from ruining your flooring. Mats: 3′ x 5′, 3′ x 7′, 4′ x 6′, 4′ x 8′, 6′ x 10′. Runners: 3′, 4′, 6′ widths in rolls up to 60 lineal feet.

FREE 4-COLOR BROCHURE—Choose the mats you need from Bulletin 9030.

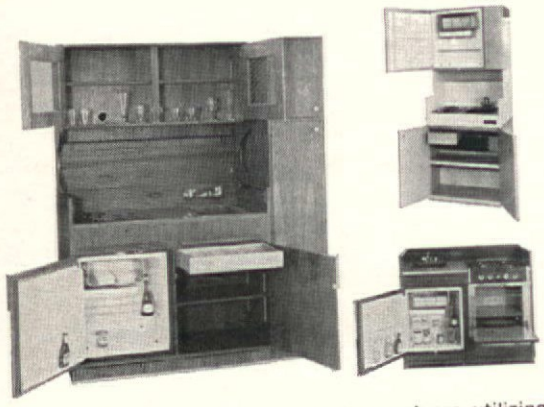
Originator of carpet-top and cushioned entry and anti-fatigue mats and matting.

Crown RUBBER COMPANY
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Fremont, Ohio 43420

Visit Booth 4166-67 NHME Show, Nov. 6-9, N.Y. Coliseum
Circle No. 155 on product card

Circle No. 156 on product card facing P. 166

To fit any space you specify
CERVITOR offers complete
modular kitchen units



Major developments from coast to coast are utilizing compact units from Cervitor because of the complete selection available, the unique styling and the quality of engineering. Cervitor will construct to your exact specifications, color, style and size, whether you need one or one hundred...this is our business. For additional information please write:

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Simple? . . . Fancy?
We make both and in-between

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Over 30 years in business manufacturing quality mirrors with our ten year guarantee.

Frames of hand-laid composition—gold leaf finishes. Over 20,000 different moulds in our plant.

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catalog available #P714
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Los Angeles—High Point—Chicago—New York

Circle No. 157 on product card facing P. 166

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Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offerings not accepted.

DESIGNERS WANTED: Searching for designers competent in the field of university and institutional work, as well as banking and investment house design. Experience required. Association with established and growing "total design" firm. THE H. CHAMBERS COMPANY, 1010 No. Charles St., Baltimore, Md. 21201. Att: Kit Tyson.

WANTED: Representative for modern fabric line, designed especially for executive office interiors, dormitories, libraries, public space areas, catering to architectural specifications. Territories open—Texas, Arkansas, New Jersey, Pennsylvania, Westchester, Long Island, New York. Write to: ANTON MAIX FABRICS, INC., 330 East 59 St., New York, N.Y. 10022 (Give full details) or call PLaza 3-1981 (Area code 212).

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our 15 years successfully representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-433, c/o CONTRACT, 7 E. 43 St., NYC 10017.

MANUFACTURERS' REPRESENTATIVES AVAILABLE: For commercial and institutional furniture/accessory lines. Calling on architects, interior designers, as well as dealer in office, college, restaurant and institutional fields in metropolitan New York City. Write: Box A-434, c/o CONTRACT, 7 E. 43 St., NYC 10017.

CONTRACT MANAGER WANTED: Full charge manager for established contract furnishing business. Experienced all phases of furniture, carpets, blueprints, design, etc. Excellent opportunity for the man with vision, who wants to live in south Florida. Excellent salary plus. Write: Box A-435, c/o CONTRACT, 7 E. 43 St., NYC 10017.

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DEVELOPMENT ENGINEER AND DESIGNER WANTED: In metal, plastic, or upholstered furniture. Nationally known firm located in Mid-West. Give experience, college major, age, salary expected. Reply to Box A-439, CONTRACT, 7 E. 43 St., NYC 10017.

CONTRACT SALESMEN AND EXECUTIVES WANTED: Leading contract product manufacturers from time to time ask the assistance of CONTRACT Magazine in providing the names of qualified salesmen and sales executives in New York and other areas. If you have a background in this field and feel you qualify, send your resume to me in complete confidence. You will be consulted before we will show it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

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Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, area covered, type of line you carry, trade you call on, number of associates or salesmen if you have any, and indicate product categories you have a particular interest in. This is a free service. Write to: Rep. Registry, CONTRACT, 7 East 43 St., New York, N.Y. 10017.

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Now that the building's finished, will you leave your client nameless?

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Won't they? Specify Knight 3-dimensional letters, and be sure. We'll cast in solid bronze, brass or aluminum. To your design. Or we'll help you create a new letter. Or you may select from our huge variety of styles, sizes and finishes.

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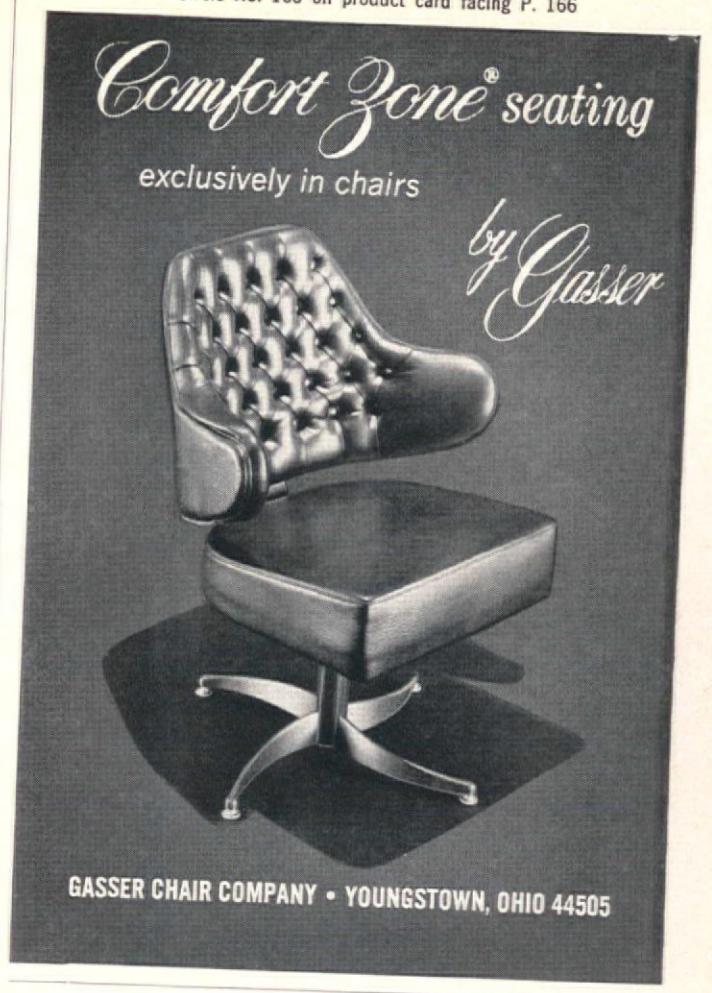
Why not get your free Knight Catalog now?

H.W. knight & son inc.
METAL LETTERS & FIGURES

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Circle No. 159 on product card facing P. 166

Circle No. 160 on product card facing P. 166





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ATHENA

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Southern Furniture and Accessory Bldg.
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CHICAGO
Hargri Inc.
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MIAMI
Brandi Assoc.
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Miami, Fla.

LOS ANGELES
Capri Imports
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Los Angeles, Calif.

CANADA
Spanish Trading Center
8615 Park Ave.
Montreal, Que.

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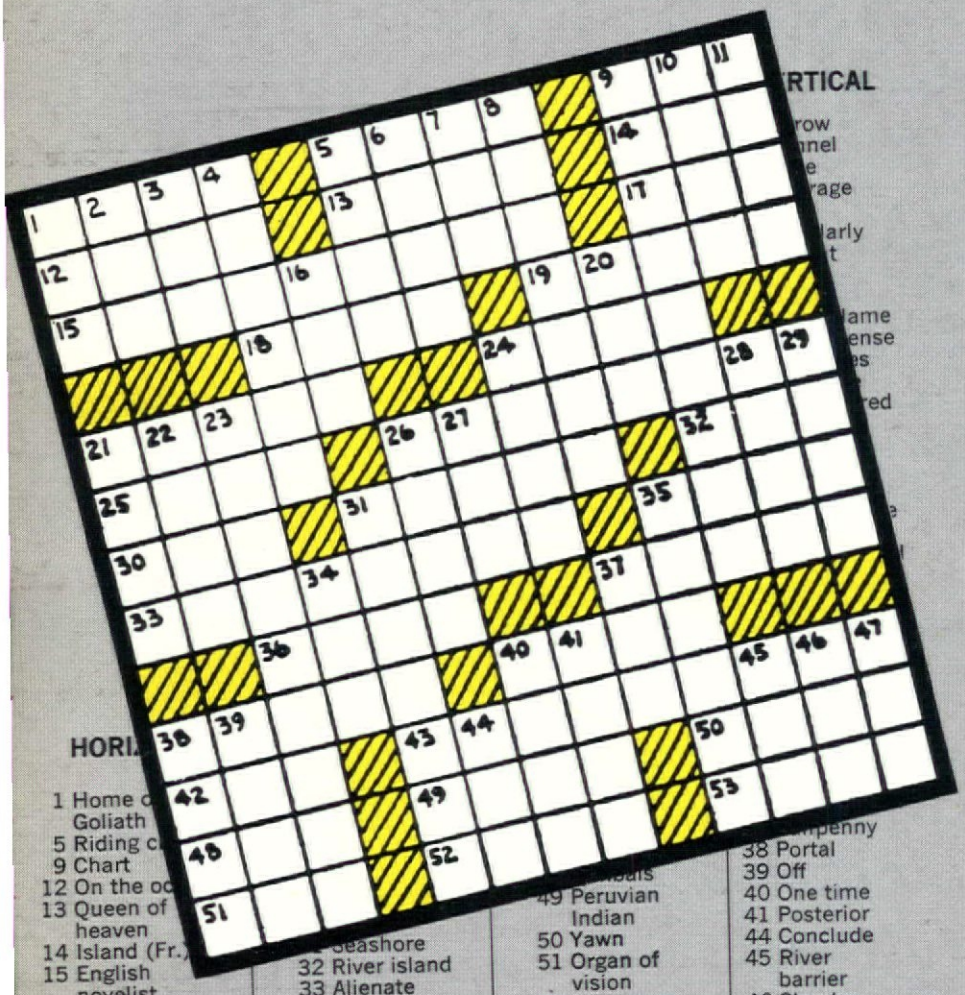
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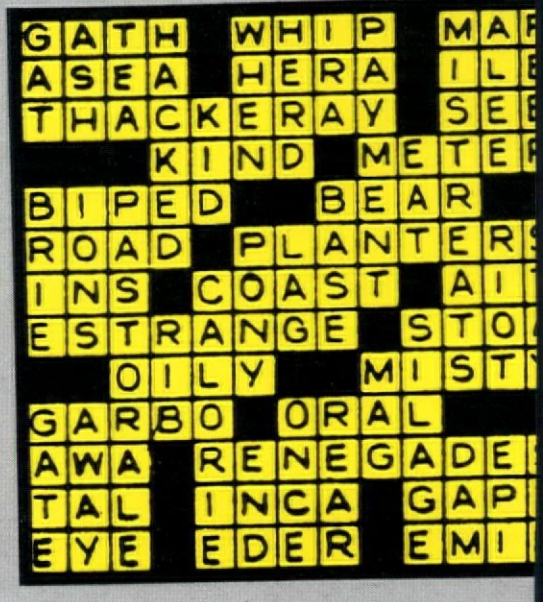
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